



# Gender Analytical Framework for Assessing Value Chains

WFP RBD VAM/ CO Ghana ENVAC  
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This product was developed in partnership with RBD VAM, as part of the study, *Gender and Market Analysis: Empowering Women in West African Food Markets*, and CO Ghana to support the development of the planned *Enhanced Nutrition and Value Chains (ENVAC)* project.

The product will be presented to, and finalized with key partners in Ghana, after which the tools will be used to support the ENVAC baseline assessment. The ENVAC baseline assessment should include: key informant interviews to inform analytical design; household surveys with small-holder farmers and interviews with FOs; and focus group discussions with small-scale processors. The following framework thus focuses on what information is most relevant to identify gender dynamics and assess empowerment, as well as identifying and analyzing key indicators of status and empowerment among producers interacting with the value chains.

This toolset provides a framework for mapping of gender roles, responsibilities, challenges and capacities throughout the value chains for the three ENVAC target commodities—cow peas, soy beans, millet. It includes guidance for collecting preliminary value chain information, integrating gender and empowerment into questionnaires and data collection, and working with a gender-responsive analysis plan. This product is based on interviews with key partners in Ghana, and a working group meeting with key ENVAC team members.

## 1. Preliminary interviews: key information on gender aspects of commodity value chains

Before beginning systematic data collection, building a foundation of key information can help to focus survey questions and identify key gender and empowerment concerns in commodity value chains. Key informants who can provide this information may include researchers, government bodies, implementing partners and university bodies, as well as actors directly involved in agricultural value chains and knowledgeable about multiple levels of the chain (i.e. FO/association leaders, ‘market queens’). The following are the information points which should be investigated before embarking on the data collection and analysis stages of an assessment.

- a) Description of value chain for priority commodities: cowpeas, soy beans, millet
  - i. Description of VC stages (key actor characteristics, activities involved, relative profit margins at each stage)
  - ii. Who are the main producers of this commodity? (primarily female/male/both)
  - iii. Who are the main processors (specify small- or industrial-scale) of this commodity? (primarily female/male/both)
  - iv. Who are the main retailers (who sell to consumers) of this commodity before/after processing? (primarily female/male/both)

- v. Who are the main wholesalers (selling to other traders) of this commodity? (primarily female/male/both)
  - vi. How is the selling price at different stages of the value chain generally set for the commodity?
- b) Are there different value chains for the same product? If so, why?
  - c) What are the regional specificities for each commodity?
  - d) Is this a capital-intensive value chain? If so, at what stage(s)? If so, how does this impact gender dynamics at different stages?
  - e) Explain if/how land ownership, transportation, storage facilities, quality control facilities, technological agricultural inputs, and financial services are important (or not) to the commodity value chain (at what stage(s), main challenges, gender disparities in access to and control over these productive resources)
    - i. Are there gender disparities in access to, and ability to operate quality control equipment?
    - ii. Are there gender disparities in knowledge and use of quality and food safety (among small-scale processors)?
  - f) What, if any, is the role of FOs or other (agricultural) community groups in the value chain?
    - i. Are there challenges for women to participate in key decision-making as members?
    - ii. Are there key facilitating actors in the FO (by sex, age, etc)
  - g) Do market queens play a role in regulating the market for this commodity? If so, in what respects?
    - i. Do they have demonstrated or potential influence over factors such as: quality control; standardization of goods/packaging; introduction of new commodities; etc.? If so, to what extent?
  - h) What are the main sources of credit and financial inflows at different levels of the value chain?
    - i. Do some actors finance the activities of others (i.e. aggregators providing credit to small-scale producers)?
  - i) Are there other demographic factors which influence the value chain? (i.e. ethnic group, customary practices, language, religion, age, etc.)
  - j) What are the primary consumer groups of the commodity? (i.e. industrial processors, small-scale processors, individuals for HH consumption, etc.)
  - k) Additional information on the roles of women and men throughout the value chain
  - l) Opportunities and strategies for reducing gender-based challenges to improve actors working conditions

## 2. Data collection: Indicators and survey questions on gender dynamics and empowerment in value chains

Empowerment is defined as a series of processes and changes whereby women and men's agency is expanded; It is the processes by which the capacity to make strategic life choices and exert influence is acquired by those who have so far been denied it.<sup>1</sup> Empowerment is thus a multifaceted concept, requiring a complex analytical approach for assessment, and is essential to conducting meaningful gender analysis.

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<sup>1</sup> WFP P4P Global Gender Strategy.

The below proposed tool reflects the P4P categories of empowerment and areas for action, as stipulated in the P4P Global Gender Strategy. ENVAC is a new initiative, but it retains the same fundamental commitments to women’s empowerment and gender equity as the prior P4P pilot. For this reason, the approach to assessing and monitoring women’s empowerment in value chains is influenced by the below P4P women’s empowerment framework.

## P4P-defined categories of empowerment and areas for action

<b>Categories of empowerment</b>	<b>Leverage areas for promoting empowerment through ENVAC</b>	<b>Sources of information</b>
<b>Women’s social empowerment</b> through the promotion of:	Gender awareness training	Key informant discussions with partners/FOs/other community groups
	Institutional mechanisms that foster women’s active group participation	KI discussions with institutional partners, FOs/community group discussions; producer/ trader/market surveys
	Labour/ time-saving technologies to address women’s time constraints	Producer/ trader/ market surveys; multiple
<b>Women’s capacity and skill empowerment</b> through promotion of access to:	Functional literacy training for women smallholder farmers	Producer and trader surveys; multiple
	Agriculture extension workers	Multiple
<b>Women’s economic empowerment</b> through the promotion of:	Agricultural and market information	Multiple
	Access to credit	Multiple
	The rights of women to retain decision-making control over their income, savings and assets	Adapted WEAI; proposed empowerment indicators above

## Indicators and sample questions on empowerment in agricultural value chains

The following indicators reflect the main areas of empowerment within agricultural value chains and markets. The questions are recommended to assess gender dynamics and empowerment in value chains. They can be adjusted and integrated into questionnaires for smallholder farmers and other market actors, including aggregators, small-scale processors and marketers. They can also be integrated into focus group discussions separated by sex of participant. The below tool is adapted from the Women in Agricultural Development Index (WEAI) in accordance with findings from the preliminary assessment of ENVAC gender-specific information needs.

<b>Indicators</b>	<b>Questions</b>	<b>Included in 2016 Ghana EFSA Market Assessment</b>
<b>Decision-making on value chain</b>	Who exerts leadership in your commercial activities (whether buying or selling)?	
	Who decides, most of the time: -whether you will sell?	X: Who decides whether you will sell this product

<b>activities</b>	-what products to sell? -in what quantity? -at what price you will sell product(s)? -where to sell? -to whom to sell? -where product(s) will be sourced from (if you do not produce them yourself)? -to take out credit to finance market/trade activities?	most of the time? ; Who decides at what price you will sell this product most of the time?; Who decides from whom/where you will purchase this product most of the time?
<b>Access to and decision-making power over productive resources</b>	Who, if anyone, in your household has access to productive capital (financial, land, other)? - Who decides, most of the time, how productive capital will be used?	
	Who in your household has access to the market (buying and selling)?	
	Who, if anyone, in your household has access to financial services?	
	Who decides, most of the time, whether financial services will be used (and from which sources)?	
	Who, if anyone, in your household has access to and knowledge of agricultural technologies/equipment? - Who decides, most of the time, whether technologies/equipment will be used?	
	Do you have access to storage facilities?	
<b>Skills/capacity</b>	Literacy rate between female and male actors	
	Ability to operate agricultural input technology/equipment	
	Knowledge and use of quality and food safety (among small-scale processors)	
	Access to, and ability to operate quality control equipment	
<b>Control over use of income</b>	Who has individual or shared ownership of assets in order to undertake market activities?	
	Who decides, most of the time, how income will be used, both in market activities and in the household	
	Who decides, most of the time, how much of your generated income will be spent on food for your household?	
<b>Leadership in markets</b>	Do you feel comfortable speaking up in public (i.e. in commodity associations, other local groups) to decide on marketplace issues?	X: in Trader questionnaire
	Do you participate in a FO or market-based community group? If so, do you participate in the main decision-making body?	
<b>Time use</b>	Do you regularly have time available to dedicate to market activities outside the home?	
	How much time do you spend on domestic tasks, including child care?	
	How does your time-use impact your scale of agricultural activities (production, aggregating, marketing, processing etc.)	
<b>Mobility</b>	How far do you travel to sell your product(s)? How often?	
	Do you have access to multiple selling points?	
	Do you have access to safe ( i.e. vehicle/road quality) and efficient transport?	
	Is security a concern for you in transporting commodities?	
<b>Institutions</b>	What process is necessary to have access to market floors (for selling)?	These questions may be best used in key market informant interviews.
	Who controls the market? (government body, market association, market queens, etc.)	
	Do women have equal rights to men related to food markets?	
<b>Self and gender perceptions</b>	What will be the biggest challenge/obstacle for your business in the future?	X: in Trader questionnaire
	In the future (6 months – 1 year) how do you think the situation for this product will evolve?	X: in Trader questionnaire
	What does it mean to have market power?	
	Do you associate your market activities with market power?	
	To you, what is important to know when considering women's access to, and power in markets?	

	What other demographic information about marketplaces can inform power and gender relations?	
Value chain	Do you or someone in your household produce what you sell? -If not, from whom/where do you get your product(s)?	
	Who do you sell to? (i.e. wholesalers, aggregators, market queens, direct to consumers)	
	Where do you sell most of your product? (i.e. Farm gates, wholesalers, local markets, other)	
	Do you receive or provide credit to actors producing or trading in the same commodity?	

**Note for enumerators on asking empowerment-focused questions:** Where possible, it is recommended that enumerators devote time to running a trial of questions in a community before conducting the full scale survey. Empowerment questions are very context-specific. USAID METSS staff for example recommend enumerators spend some time in a community (less than 1 day) observing patterns and practices which can be integrated into questionnaire wording to make questions more applicable and comprehensive to respondents.

### 3. [Analysis Plan: Working with a gender-informed analysis plan](#)<sup>2</sup>

Asking the right questions is only half the challenge in conducting a gender analysis to support better programming. The above tool provides clear indicators and associated survey questions to assess gender dynamics and empowerment in value chains. To ensure information is adequately and appropriately used and translated into programmatic reporting, a gender-responsive approach to the analysis plan is critical. To assess the conditions for key groups (based on the main ENVAC beneficiary groups), the responsible team should use collected data and information to respond to the below questions.<sup>3</sup>

*Remember:* A minimum requirement for a strong analysis plan is the consistent sex- and age-disaggregation of population/respondent figures, and identification and analysis of significant disparities.

#### Smallholder farmers

##### Context (socio-cultural)

- a) Are there cultural aspects in the surveyed area which impact gender-entitlements and restrictions for women and men (i.e. land ownership, inheritance, norms about physical vs. domestic labor)
- b) What are the key gender inequalities in the surveyed area
- c) In what way(s) could these inequalities differently affect women and men and development in general

<sup>2</sup> The below analytical questions build the approach used in the Monitoring and Evaluation Technical Services Support (METSS) ADVANCE programme assessment.

<sup>3</sup> Note that these questions are meant to guide analysis, rather than dictate it. The questions are extensive to cover many possible areas of interest, but not all will be relevant all of the time.

- d) In what way(s) could these inequalities undermine performance of target commodities (i.e. reduce productivity, volumes and incomes)
- e) Describe roles of women and men in production of target commodities (i.e. in land preparation, planting, weeding, pest management, harvesting, marketing)
- f) Describe workloads for women and men on target crop and the implications of these workloads on production and productivity
- g) Propose opportunities/strategies for reducing workload inequalities between women and men

**Access to and control over resources and profits/benefits**

- h) What are the key resources needed for commercialization of target crops (i.e. land, labor, skills/training, farm implements, seed, etc.)
- i) What is the relative access to these resources by women and men (including ability to use) and differential constraints
- j) What is the relative control over these resources by women and men (power and authority) and differential constraints
- k) Describe any disconnect between those who do the work and those who control resources
- l) How do differentials/constraints affect production and productivity
- m) What is the relative access to (use), and control over (power/authority) benefits accruing from the target crops (i.e. food, income, fodder, etc.) by women and men, and differential constraints
- n) Describe any disconnect between those who do the work and those who control benefits
- o) How do differentials/constraints affect production and productivity
- p) Propose opportunities/strategies for reducing constraints and increasing productivity of women and men
- q) Describe current levels of production costs and impacts on female and male producers
- r) Is value chain development of the target crops likely to impact women and men differently (i.e. in adoption, productivity, labor etc.)? If so, how?
- s) Propose opportunities/strategies for managing the cost in a way that men and women can effectively participate in ENVAC

**Participation and leadership**

- t) Provide summary of membership of men and women in local agricultural committees (i.e. generally, what proportion of FOs have gender-specific membership? In mixed FOs, are women and men equally represented? etc.)
- u) In mixed membership groups, are women and men equally represented in leadership of these committees (i.e. Chair, Vice Chair, Treasurer, Secretary, Committee membership etc.)
- v) Describe any disparities/inequalities in representation and reasons
- w) Describe any instances (identified or potential) where lack of representation/participation in these institutions (could) negatively impacted production and productivity
- x) Propose opportunities/strategies for building equity in local institutions

**Note:** women who would otherwise be included in this target group, may not meet the traditional criteria for “smallholder farmer”, as formal ownership tends to be held by men. As noted in the P4P Global Gender Strategy, it may be helpful to use the categories of producers/marketers; unpaid family workers; producers/petty traders; and casual agricultural labourers.<sup>4</sup>

## Farm organizations, or other commodity groups

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<sup>4</sup> WFP P4P Global Gender Strategy.

- a) Is membership in the organization gender-exclusive? Are there other social stratifiers, including ethnic group, age, religion, other?
- b) What are the requirements for membership? Are they different for women and for men?
- c) Provide a summary of gender issues (if any) within the organization: leadership, yield, land sizes etc.
- d) What benefits accrue from the FO and how are benefits shared (identify and describe any disparities)
- e) Describe women's and men's representation and engagement in main leadership bodies
- f) How (if at all) is the organization addressing the gender issues
- g) Describe any identified challenges in addressing gender issues and how the institution could be strengthened to effectively address gender issues, in line with ENVAC activities

## Processors

- a) Describe operations: what they process, where acquired, and reasons for choice of business etc.
- b) How many employees/members: number by sex, and at different levels (general, management, top management)
- c) Describe roles of women and men in process, and challenges encountered
- d) Are there differentials in remuneration for female and male staff/members with similar qualifications and skills
- e) Do social protection policies exist (i.e. child care, sick leave), and if so, are they equally accessible to female and male staff
- f) What are the organization's/association's support systems (considering capital, market, training, information etc.)
- g) Describe the overall capacity of the processor (considering machinery, other infrastructure, skills etc.)
- h) Who operates what in terms of machinery and infrastructure; who has most valued skills
- i) Levels of business skills available within the firm and kinds of business risks taken and results
- j) Has the company/association faced gender-related challenges? If so, how have these been addressed?
- k) Propose opportunities/ strategies for reducing gender-based challenges to raise profits

## Consumers

A key component of ENVAC is enhanced promotion of good nutritional practices and behaviours among pregnant and lactating women, and children. While this tool focuses on agricultural value chains and markets, two key areas of inquiry are recommended to support this component:

- a) Gender disparities in knowledge of, control over, availability/access to good nutrition practices and behaviors
- b) Primary information sources, by sex and age (radio, cell phones, television, newspapers, social media, etc.)
- c) Key institutional providers of nutritiously rich foods (i.e. clinics, schools), with location