



Gender Sensitive Value Chain Selection

Fish, Banana, Cinnamon; Which Provide Best Opportunities for Women?



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Total fish production in Sri Lanka (2016) amounted to 535,050 metric tons and its value addition was Rs. 176,239 million (US\$ 1,350 Mn.). Fishing has been identified as the main economic activity in 148 marine fisheries inspector divisions of the country providing livelihood for around 272,140 active fishermen and 1,023,780 members of their households (Ministry of Fisheries, 2016)



Sri Lanka boasts of 29 banana varieties; the greater numbers of which appear to be indigenous, grow freely all over the country, all year round. According to Wasala et al., (2012), banana is the most cultivated and consumed fruit crop in Sri Lanka, where, about 50,000 ha of land area are under banana cultivation and the annual production is about 450,000 MT.

Cinnamon at present is the fourth most important exporting agricultural crop and the predominant export spice in terms of foreign exchange earnings in Sri Lanka. It was estimated to 25,294 ha of Cinnamon lands distributed in the entire country. About 93,767 families with around 150,000 labour units are actively involved in Cinnamon cultivation (Bawappa et al. 2005).





Research Objectives

Main Objective

To compare three selected value chains (fish, banana and cinnamon) and to identify women's status in each value chain as chain actor, activity integrator, chain partner and chain co-owner.

Women participation in a value chains can divide in two broad dimensions:

Chain Activities: The types of activities that women undertake in the chain
(Who does what?)

Chain Governance: The involvement of women in the management of the chain
(Who determines how things are done?)

*Developed by the Royal Tropical Institute (KIT) in cooperation with IIRR (2006)

Specific Objectives

- To select gender sensitive value chain/s
- To develop empowerment strategies to enhance women's status in each value chain



Research Method

Research Design

Exploratory - Designed to explore issues related to fish, banana, and cinnamon value chains, through its structure, functions, roles as well as the actors

Sampling Profile

25 fishermen and 75 intermediaries, 50 banana farmers and 50 intermediaries, 40 cinnamon growers and 40 intermediaries

Data Collection

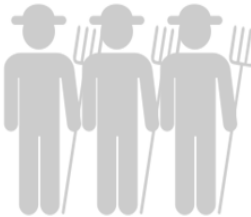














Primary data - Interviewer administered pre-tested questionnaires, focused group discussions and in-depth interviews were used

Secondary data - Reports published by Department of Export Agriculture, Ministry of Fisheries and Aquatic Resources Development etc.

Data Analysis

Value chain analysis – SPSS 16.0 and Microsoft Excel software packages

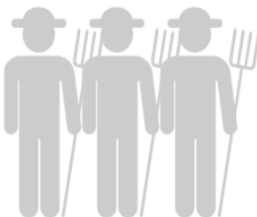















Activity Profile Variation: By Gender

Fish Value Chain					
					
					
					

Fish drying, Record keeping, Going bank for loans, Going bank for savings, Membership of cooperatives, Value addition, Storage of fishery products, VA product whole selling, VA product retailing, Receiving payments, Financial decisions

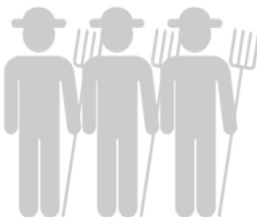













Activities: Craft repairing, Net mending, Fishing, Fish handling, Fish grading, Fresh fish retailing, Transportation (harbor to processors/sellers), Fish drying, Value addition, Storage, VA product whole selling, VA product retailing, Transportation (processors to sellers), Contract negotiation, Hiring labor, Record keeping, Negotiating prices, Receiving payments, Financial decisions, Going bank for loans/savings, Membership of cooperatives

Activity Profile Variation: By Gender *cont..*

<p>Banana Value Chain</p>					
					
	<div style="border: 2px solid pink; padding: 10px;"> <p>Going bank for savings, Collecting, Financial decisions, Local marketing, Weeding, Harvesting</p> </div>				
					

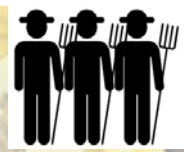


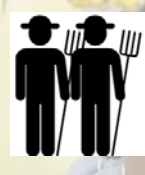


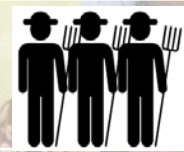




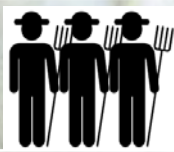
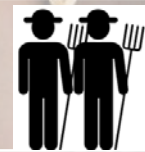





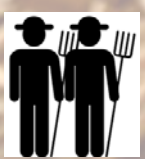
Activities: Soil preparation, Canal digging, Planting, Transplanting, Irrigation, fertilization, Weeding, Pest control, Farming Management and supervision, Harvesting, Collecting, Transportation (farm to collectors), Local marketing, Contract negotiation, Managing sales, Hiring labor, Record keeping, Negotiating prices, Receiving payments, Financial decisions, Going bank for loans/savings

Activity Profile Variation: By Gender *cont..*

<p>Cinnamon Value Chain</p>					
					
	<p>Record keeping, Going bank for loans, Going bank for savings, Planting, Transplanting, Fertilization, Weeding, Scraping</p>				
					

Activities: Soil preparation, Canal digging, Planting, Transplanting, fertilization, Weeding, Pest control, Farming Management and supervision, Harvesting, Removal of knots, Scraping, Rubbing and peeling, Quill making, Drying, Grading, Hiring labor, Removal of plants, Transportation (farm to collectors), Local marketing, Contract negotiation, Negotiating prices, Managing sales, Record keeping, Receiving payments, Financial decisions, Going bank for loans/savings

Women's Role in Decision Making

Decision Making on Main Income Generating Activity/s	Fish	Banana	Cinnamon
Who in your family usually has the final say on what to produce?	-		
Who in your family usually has the final say on the amount and type of banana/cinnamon/fish that you are going to grow/process?			
Who in your family usually has the final say on the inputs?			
Who is in your family usually has the final say on the maintaining activities?			
Who in your family usually has the final say on harvesting practices?			
If done, who in your family usually has the final say on processing or value addition activities?		-	
Who in your family usually has the final say on the marketing activities (product, price, place, promotion etc.) of your products?			

Value Chain Relationships

Poor Modest Healthy

Poor Modest Healthy

Poor Modest Healthy

01		55%
02		75%
03	85%	
04	No involvement	
05	45%	
06		85%
07		80%
08		80%
09	No involvement	
10	90%	
11	No involvement	
12	75%	
13	60%	
14	80%	

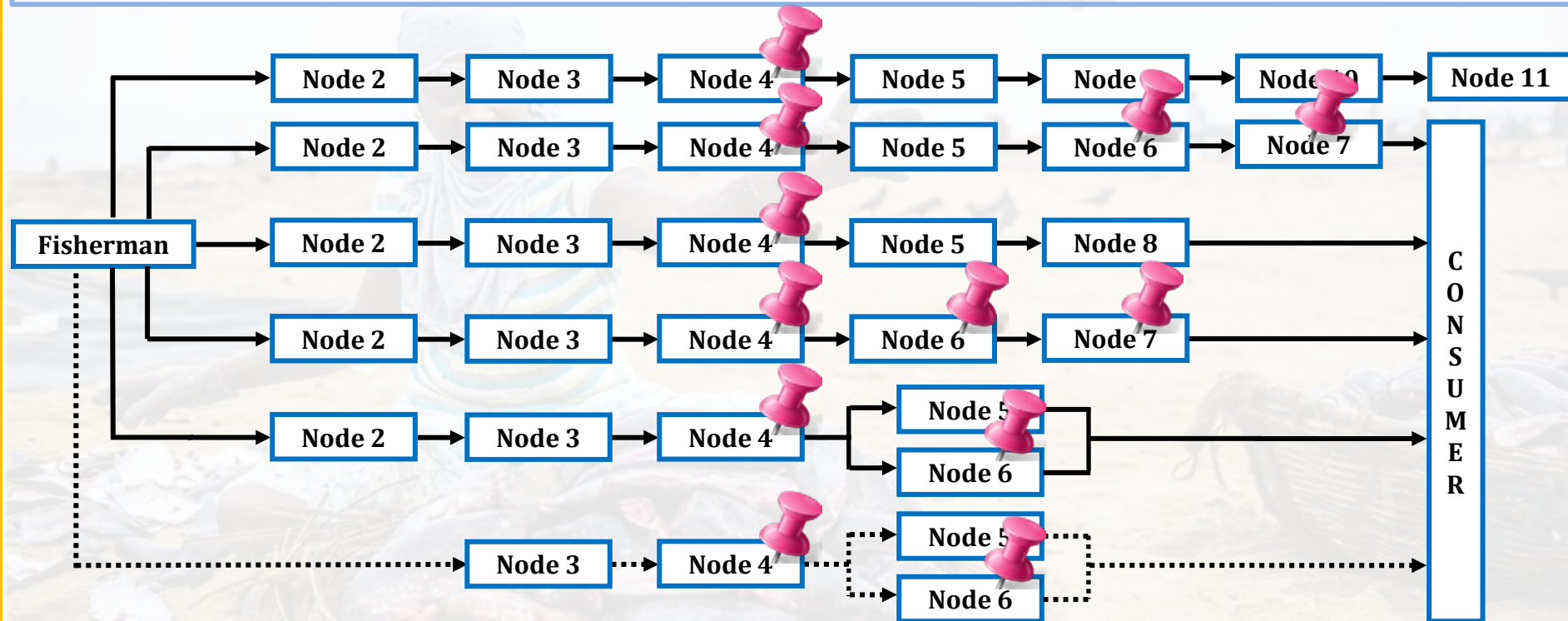
01	95%
02	55%
03	95%
04	75%
05	No involvement
06	No involvement
07	65%
08	No involvement
09	No involvement
10	85%
11	No involvement
12	80%
13	No involvement
14	55%

01	90%
02	60%
03	95%
04	85%
05	No involvement
06	55%
07	No involvement
08	No involvement
09	No involvement
10	85%
11	No involvement
12	75%
13	No involvement
14	65%

Value chain actors: 1-Input suppliers, 2- Small scale farmers, 3- Large scale farmers, 4- Collectors
 5- Pre-processors, 6- Processors, 7- Wholesalers, 8- Retailers, 9- Hotel/restaurants, 10- Exporters
 11- Importers, 12- Government authorities, 13- Auctioneers, 14- Service providers

Fish Women's Status in Respective Value Chains

Node 2=Commission Agent at Harbor, 3=Pre-processor, 4=Processor, 5=PF Collector, 6=PF Wholesaler, 7=PF Retailer, 8=ORC, 9=Exporter, 10=Agent, 11=Importer



Gender Vs Income

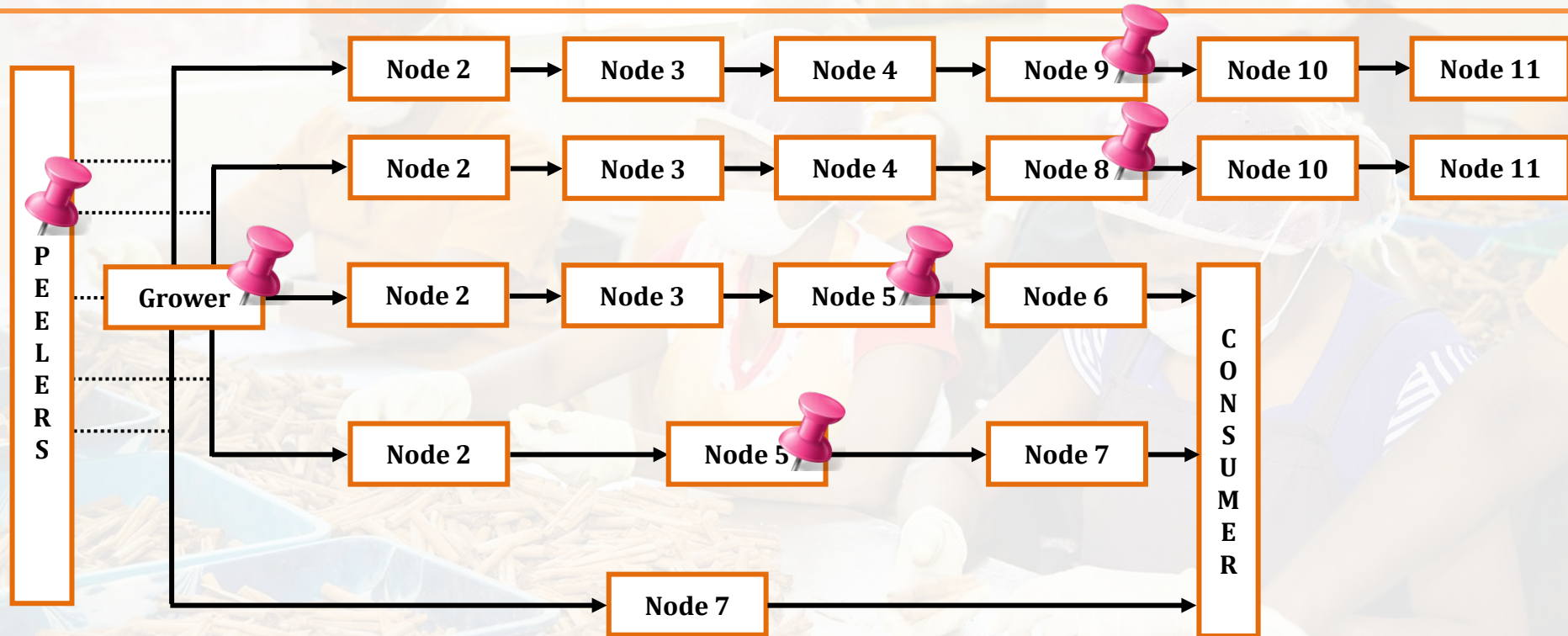
Null Hypothesis (H0): "There is no significant association bet Gender and Income"

P=0.039, P<0.05, Reject Null Hypothesis (H0)

There is significant association between Gender and Income

Cinnamon Value Chain

Node 2=Mobile Collector, 3=Dealer/Trader, 4=Baler, 5=Value Added Producer, 6=ORC, 7=Retailer, 8=Quills Exporter, 9=Value Added Product Exporter, 10=Agent, 11=Importer



Gender Vs Income

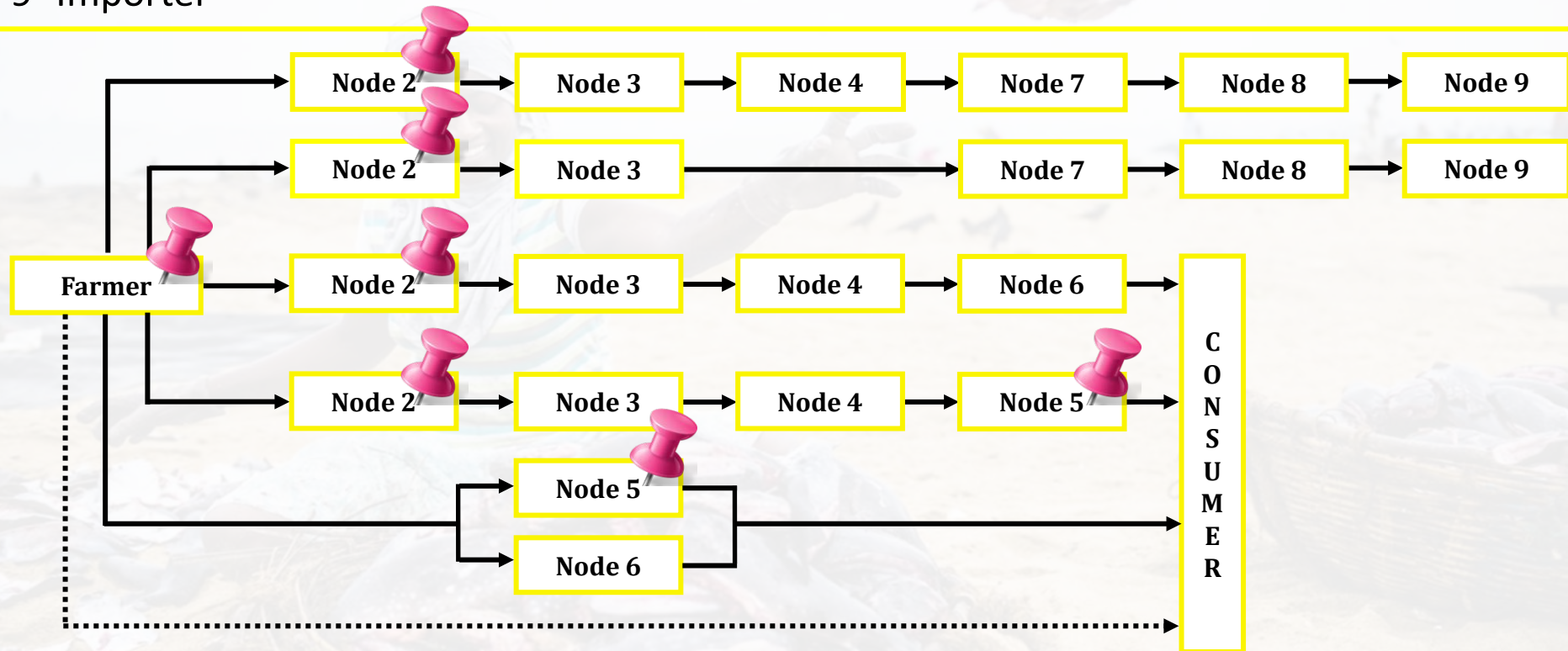
Null Hypothesis (H0): "There is no significant association bet Gender and Income"

$P=0.030$, $P<0.05$, Reject Null Hypothesis (H0)

There is significant association between Gender and Income

Banana Value Chain

Node 2=Collector, 3=Distributor, 4=Wholesaler, 5=Retailer, 6=ORC, 7=Exporter, 8=Agent, 9- Importer



Gender Vs Income

Null Hypothesis (H0): "There is no significant association bet Gender and Income"
P=0.284, P>0.05, No evidence to reject Null Hypothesis (H0)

There is no significant association between Gender and Income

Based on chain activities that the women undertake and the involvement of the women in chain governance, Women's status in fish value chain was identified as; **“Chain Actors”** and **“Activity Integrators”**



Based on chain activities that the women undertake and the involvement of the women in chain governance, Women's status in Cinnamon value chain was identified as; **“Chain Actors”**

Since the female participation in the Banana value chain is poor and their involvement of in the management of the chain is negligible; Women's status in Banana value chain was **not clearly defined”**



Eempowerment Strategies

to enhance women's position in respective value chains

- ✓ Transform the traditional household caretaker role of women to business caretaker role through strong capacity building programs
- ✓ Develop chain partnerships through sensitization of men
- ✓ Encourage women's participation in decision-making through strengthening the organizational capacity of women's group
- ✓ Create opportunities to co-own enterprises through building direct linkages with other chain actors (including consumer markets)

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Results and Discussion *cont..*

Farmers can undertake different activities in the chain, or concern themselves only with the production process. Examples of other activities are drying and fermentation of their crop (postharvest activities), or grading, processing, transporting and trading. Being involved in various activities in the chain is known as **vertical integration**. The main question posed here to determine the position of a farmer is: Which activities are the farmers carrying out?

The involvement of farmers in the management of the chain relates to involvement in decision making processes, control over management issues, etc. It can also be the case that the level of control of the farmers: they may be able to decide how much they sell, to whom and for what price. They can also be in control of defining grades and production standards. Being involved in many chain management issues is known as **horizontal integration**.



Conclusions and Suggestions

Through a gender lens, the chain empowerment matrix could look as follows:

- 1. Chain Actor:** Doing better and being seen; women smallholders become visible as crop specialists and their contributions are recognized and valued
- 2. Activity Integrator:** Choosing and being capable of moving up; women choose to move into activities further up the chain, and they control the income that they earn.
- 3. Chain Partner:** Constraints to women's leadership are removed; developing chain partnerships and removing constraints to participation in decision-making. Rules, regulations and policies are gender-sensitive.
- 4. Chain owner:** Women take up positions of leadership. Women both possess the capacities and have the opportunity to co-own enterprises and build direct linkages with other chain actors, including consumer markets. Rules, regulations and policies support women's leadership.