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FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

Maximizing Feed the Future Outcomes by Reducing Gender Gaps:

Field experiences from Senegal's
Projet Croissance Economique

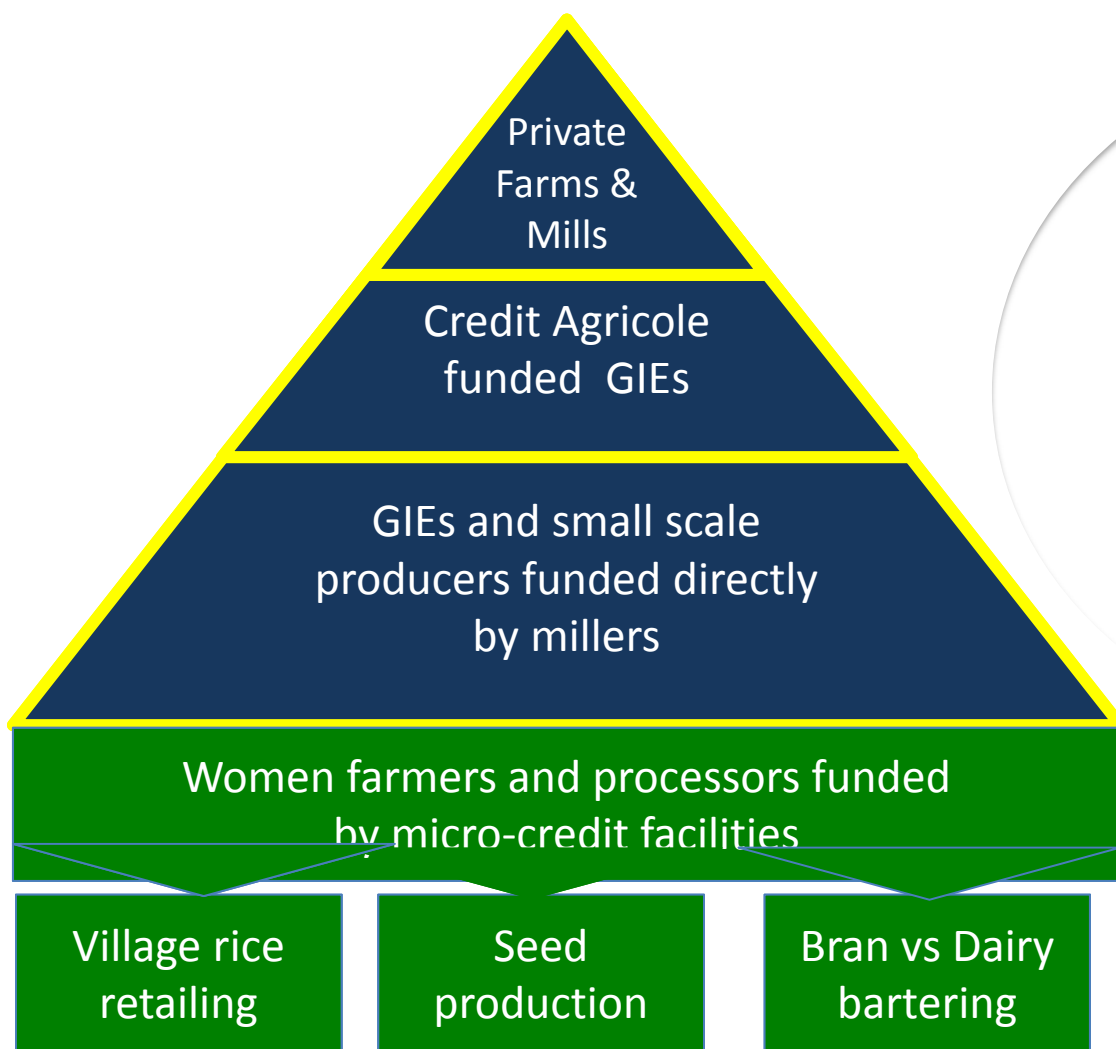
2013 Gender GLEE

Washington, DC, May 22-24,

FTF : Keep growth inclusive

- Value chain approach: new opportunities in staple cereal grain production and marketing
- Improved varieties and yields transform survival food production into commercial opportunity
- Focusing on « modern » supply channels can leave grassroots farmers and processors behind – the majority of them women
- In Senegal commercial cereal crop production is inherently gender biased against women
- Keeping women within the « growth trend » means adapting the approach to women, not adapting women to an approach

The « Invisible » rice sector



Women can easily lose out on the rice opportunity

- **Information:** new productive varieties: know about them, what to do with them, where to get the seeds
- **Finance:** working capital or equipment leasing vs waiting for a grant
- **Time:** farming as a business vs farming as a household activity
- **Scale:** real access to quality land, competing marketing channels, women as negotiating partners

What is there to gain with Nerica?

- **Food security:** a year's uninterrupted food supply
- **Money:** keep the remittances for something else than food
- **Time:** meal preparation is 1/3 of millet. Introduction of commercial milling eliminates traditional pounding.
- **Nutrition:** NERICA protein content at par with maize.
- **Commerce:** inter-village bartering opportunities.
- **Business:** local seed market and contracts for certified seed production

Case 1 – NERICA certified seed multiplication

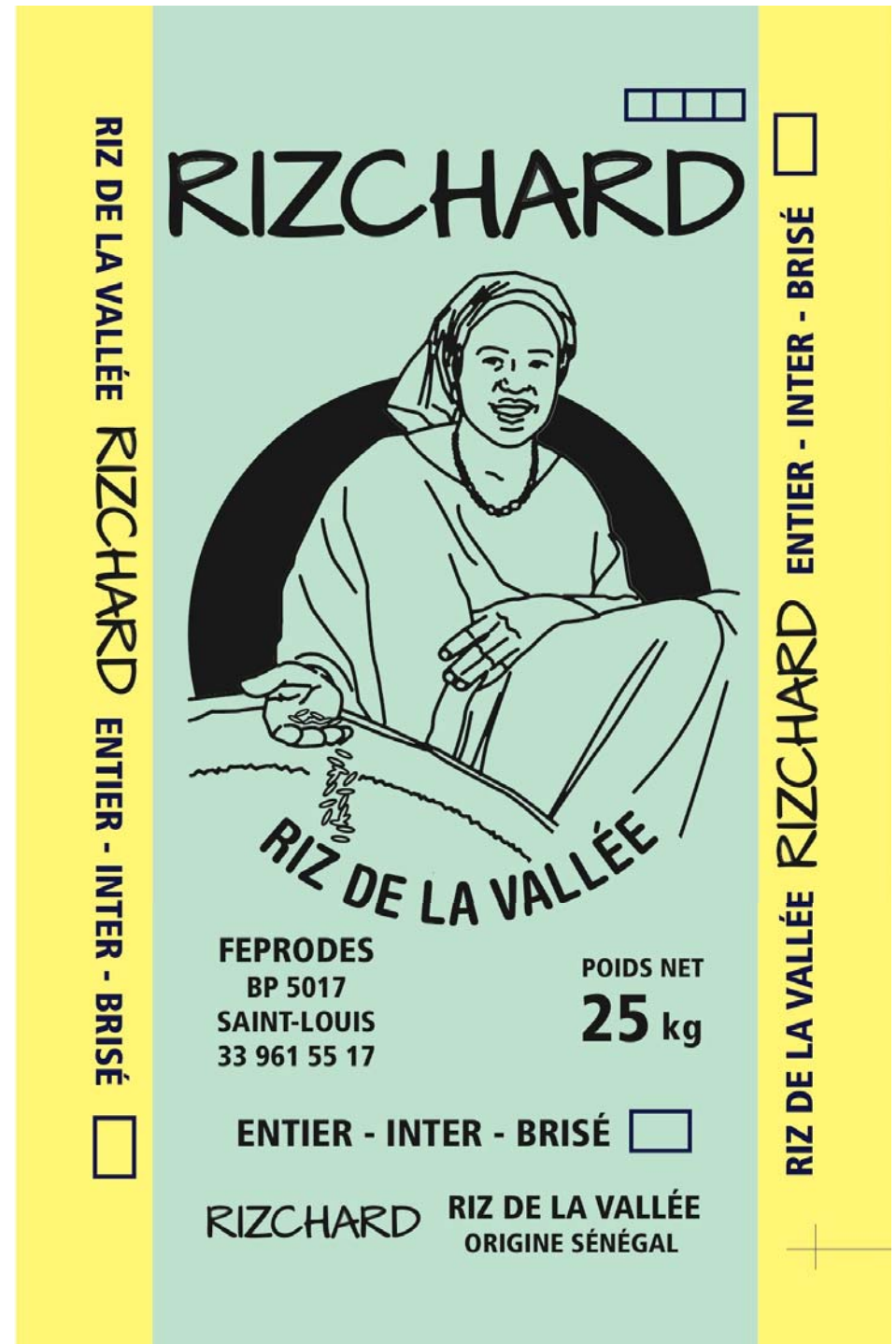
- Preferred implementing partners: Grassroots NGO's
- Extensive village field demonstration network double up as certified seed sites
- Trainings held at field level
- Increasing # of female lead farmers
- Moving to add lowland varieties to the certified seed portfolio
- Monitoring gender disaggregated yields through farmer databases – field debriefings

Case 2 – the Portable DCA

- **MEC-FEPRODES:** a Women microcredit institution in the Senegal River Valley: 15,000+ members
- **Finances women commercial activities** – rice farming and small scale processing and selling
- DCA as a portfolio re-financing tool
- **Portability as empowerment:** choose the best bank – re-financing cost and services.
- **DCA utilisation to date: \$800,000.00 - 1,800 women and their households benefiting**

Case 3 – Branding

- The invisible rice markets: road side selling, inter-village bartering
- Brand: Capture the value of newly acquired technologies and skills: Aromatic varieties, quality improvements
- RIZCHARD example
- Participation in FIARA trade fair alongside other brands



another W5....

We Work Where Women Work

- To be sustainable, investments must be tied to a **value proposition**.
- Each food crop presents a potential “**value added**” **entry point for gender considerations**
- This provides a broad-based approach for inclusiveness that is a natural fit - socially and economically.
- Working where women already work provides entry points with multiple opportunities for scale that benefit men, women and the youth represented in the households.