Business & Marketing:
Marketing, Value Added and Value Chain
Lesson 5:

Advancing Women’s Participation in the Agricultural Value Chains
Learning Objectives

• What is value chain
• Traditional vs. modern value chain
• What is value chain analysis
• Actors in the value chain
• Women in the value chain
• Steps to conduct a value chain analysis
• Potential entry points for women
• Benefits from women’s participation
Value Chain

• Value chain in agriculture is a set of actors, activities, and services that bring a basic agricultural product from the field to the final consumption.

• Every stage of the chain usually adds value to the product (making it more valuable)
Traditional vs. Modern Value Chain

• Traditional agricultural value chains are directed by spot markets involving a large number of small sellers and buyers.

• Modern value chain is a complex chain involving vertical coordination, supply base consolidation, agro-industrial processing and use of standards throughout the chain.
Value Chain Analysis

• The value chain analysis is a useful conceptual tool to understand the factors that impact the long-term profitability of the business venture or activity.

• Value chain analysis helps answer questions regarding:
  – How the products the cooperative produces reach the final consumer
  – What is the structure (economic relationships) between different actors in the chain
  – How will this structure be likely to change over time
  – What are the key threats to the entire value chain
Actors in the Value Chain

Input Providers
- Seed
- Fertilizer
- Crop protection
- Animal health & nutrition
- Extension

Farmers
- Crops
- Meat
- Dairy

Traders
- Crops
- Meat
- Oils/meal
- Biofuels

Processors
- Bakery
- Meat
- Dairy
- Beverages
- Textiles

Retailers
- Community shop
- Local market
- Supermarkets
- Global market

Consumers
- Urban
- Rural
Women in the Value Chain

• It is important to consider integrating women, individually or in groups, to participate in the value chain

• Value Chain analysis helps:
  – Determine the entry points for women in the chain
  – Assess different gender-based opportunities within the chain
  – Assess gender-based division of activities in a given value chain, or
  – How gender power relations affect economic return among actors within the chain
Steps to Conduct a Value Chain Analysis (1)

Step 1: Conduct a market analysis
- Usually a value chain analysis begins with a market study to identify the potential gains than can be captured by individuals or groups, and the current make-up of the chain.

Step 2: Map the chain and conduct a stakeholder analysis
- Mapping the chain helps identify the main products and their markets, as well as activities involved and the geographical location for each node in the chain.
- A stakeholder analysis must be conducted to identify different stakeholders (by function, socio-economic category, and gender) at each node of the chain.
Steps to Conduct a Value Chain Analysis (2)

Step 3: Identify constraints and opportunities for the value chain

- Identify all constraints on each node of the chain to determine what needs to happen to minimize or eliminate constraints for entry or participation in the value chain.

- Studying constraints allows identifying the “leverage points” to advance the chain and redistribute values among all chain participants in an equitable and efficient manner. The causes are mapped out to help with decision-making process and focus on strengthening particular nodes and actors in the chain.

- Some actors (especially new entrants) may need more support and business-like environment to sustain participation.
Steps to Conduct a Value Chain Analysis (3)

Step 4: Develop a strategic action plan

- Information collected in the previous steps can help form the basis for a strategic action plan to integrate women (individually or in groups) to participate in the value chain or advance to the next node in the chain

  - For example, involving women cooperatives in the wholesale or retail activities in addition to their participation in the production and processing of the product.
Potential Entry Points for Women in the Value Chain

On the example of the tomato value chain

Input Supplies (Ag Sales or Extension)

Women’s Cooperative

Packers/Fabrication

Distributors

Markets (local or export)

Small Farmers

Large Farmers
Benefits from Women’s Participation

- Increased agricultural productivity
- Stronger cooperative culture
- Economic (higher income return to the household)
- Improved nutrition in the household
- Increased food security in the household
- Increased employment and income opportunities for all in the community

Tip: Include men in defining and analyzing the value chain problem and the solution!
What did we learn today?
Thank you!
Terms of Use

© 2013 MEAS Project, National Center for Agricultural Research and Extension (Samia Akroush, and Asmahan Hattar) & University of Florida (Kristen Augustine, Nargiza Ludgate, Jennifer Allen, and Sandra L. Russo)
This work is licensed under a Creative Commons Attribution 3.0 Unported License.

Users are free:
• to Share — to copy, distribute and transmit the work
• to Remix — to adapt the work

Under the following conditions:
• Attribution — Users must attribute the work to the author/institution but not in any way that suggests that endorses the user or the user’s use of the work).
This presentation was made possible by the generous support of the American people through the United States Agency for International Development, USAID. The contents are the responsibility of the author(s) and do not necessarily reflect the views of USAID or the United States Government.