

**Revalorizing Extension: Evidence and Action**  
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**Gender-inclusive and market-oriented extension**

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# A growing body of evidence links empowerment to economic & nutritional benefits

## Empowering women

- ...increases household incomes and agricultural productivity (Anderson et al. 2017)
- ...improves children's feeding practices and dietary diversity (Malapit & Quisumbing 2015)
- ...is multi-dimensional (Alkire et. al 2013)
- ...is context specific (Akter et al. 2017)



# Understanding empowerment

## Empowerment

The ability to make strategic life choices and put those choices into action, which requires

- **Agency** - the ability to act on behalf of what you value and have reason to value
- **Resources** – both tangible and intangible assets, including information and services
- **Enabling environment** – institutions that facilitate the people's ability to achieve their choices

## Women's economic empowerment

Women have the skills, resources, and opportunities needed to access and compete equitably in markets, as well as the agency to control and benefit from economic gains.

- **objective dimensions** (measured by increased productivity and income, usually objectively measured)
- **subjective dimensions** (measured by increased agency and well-being, usually based on self-reporting).

## Reach

## Benefit

## Empower

### Objective

To include women as well as men in program activities; to increase the kind and quality of their participation

### Objective

To increase women's well-being (e.g., food security, income, health)

### Objective

To strengthen women's ability to make strategic life choices and put those choices into action

### Tactics for AES

Recognize women as farmers, processors, and traders, enabling their participation in farmer fields school, lead farmer programs, agricultural associations

### Tactics for AES

Intentionally design programming to strengthen women's benefits from market integration by analyzing and reducing gender-based constraints in access to productive resources and services

### Tactics for AES

"Bundle" services that strengthen access to women's assets with business development training and behavior change communication activities to shift household dynamics between men and women

Adapted from Johnson, N. L. et al. 2017. How do agricultural development projects aim to empower women? IFPRI Discussion Paper 1609. Washington, D.C.: International Food Policy Research Institute (IFPRI).

<https://www.ifpri.org/cdmref/p15738coll2/id/131074/filename/131285.pdf>

# The role for extension: Providing “bundled services” of information & support

## CARE Pathways: Farmer Field and Business Schools

[http://www.care.org/sites/default/files/documents/ffbs\\_innovation\\_brief.pdf](http://www.care.org/sites/default/files/documents/ffbs_innovation_brief.pdf)

Initiated in Ghana, Malawi, Bangladesh, India, Mali, and Tanzania, the Pathways program provides

- A participatory, women-focused extension approach
- Combines training on farm production techniques; proper nutrition; gender equality; marketing; and business management with gender dialogues with men/community leaders
- Tailored to the local context and builds on existing programs
- Results: 65-75% adoption of improved agricultural techniques among the 50,000 women who are part of the Pathways program.



## The role for extension: Innovations in improving access to production technologies

### HelloTractor (Nigeria) [www.hellotractor.com](http://www.hellotractor.com)

- Uses an *Uber*<sup>TM</sup> model to help smallholder farmers in Nigeria overcome the cost and loan fees for tractor hire and purchase. It has raised \$3 million in seed funding from USAID and other sources, and sold over 1,000 tractors to farmers in Nigeria.
- A mobile app, connects **tractor owners – many of whom will be women** -- with nearby farmers who request tractor service via SMS text messaging.
- Hello Tractor also **coordinates low-cost financing** to help facilitate the tractor purchase.
- **Has increased income** -- Owners are paid are paid \$75/hectare and clear \$25/hectare after expenses. Producers pay 1/3 previous rates.
- **Has improved productivity** – tests in 2014 showed yield increases of 200 percent using a machine much faster than manual labor.

Women are:

- Tractor owners
- Tractor drivers
- Tractor users

**Jehiel Oliver (CEO) hopes the model will change negative gender stereotypes:**  
“When [the women] arrive with that tractor, you’re going to still want that service. This was our way of circumventing the negative gender stereotypes that exist in Nigeria

# The role for extension: Enabling transport and market linkages

## [DLEC Loop Program](#) in Bangladesh

- Uses extension system to ease market constraints for smallholders, including many women.
- The project works with village-based extensionists who serve as aggregators to bulk produce (primarily vegetables) and secure transport to market, manage the sales, and provide payment to the producers.
- Operations are managed using a mobile app to manage information on crop quantities, prices, and sales.
- Participants save time and money transporting their produce to the nearest market using Loop services. Participants report higher earnings when using the services.
- Similar programs could be developed to provide other crops and livestock services to ease other constraints of access and infrastructure.

## From evidence to action

- Context is critical
- Empowerment is multi-dimensional
  - Gender ≠ only women
  - Institutions matter
- Integrated programming appears key

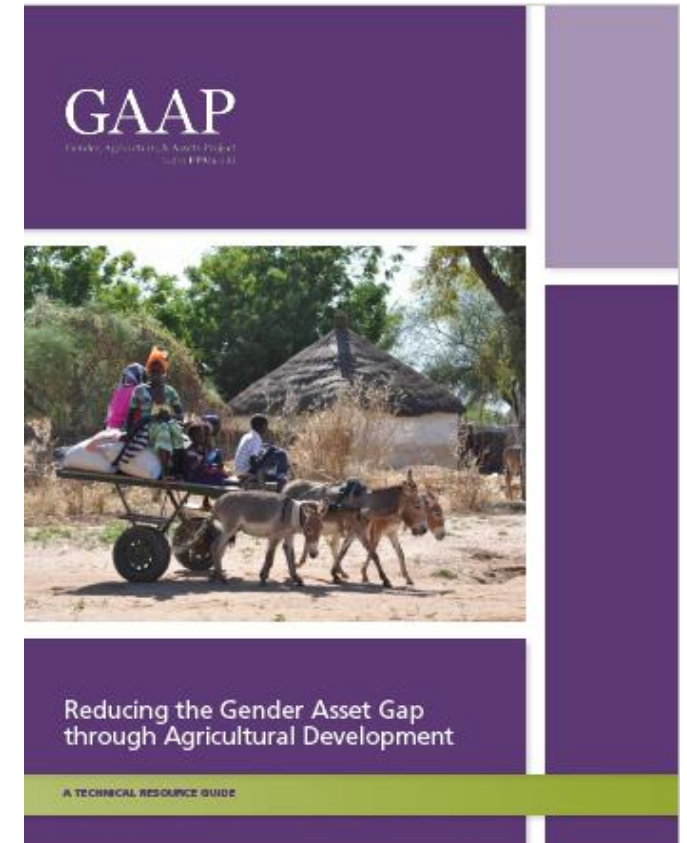
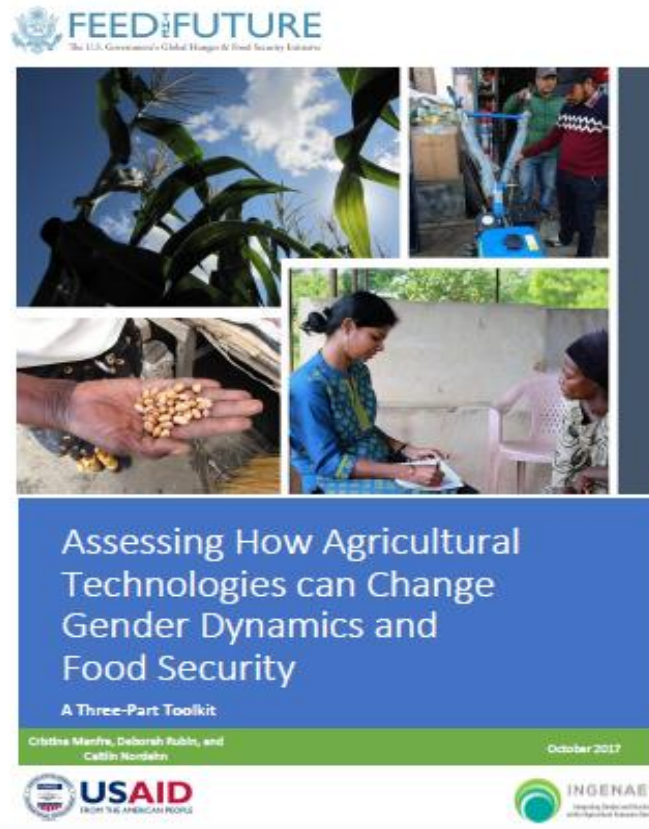
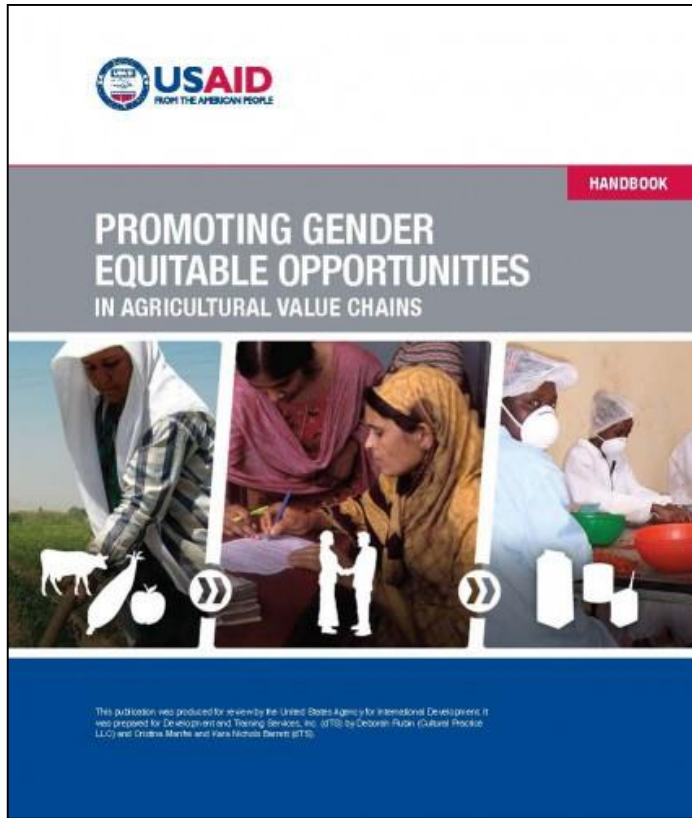




# FEED THE FUTURE

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

## Tools



[www.culturalpractice.com](http://www.culturalpractice.com)

