

The Farmer Field and Business School (FFBS):

Addressing beliefs and behaviors for
equitable agriculture outcomes

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**Mind the Gap: Exploring the Disparities Between
Smallholder Farmer Practice and Potential**

November 3, 2016, Washington, DC

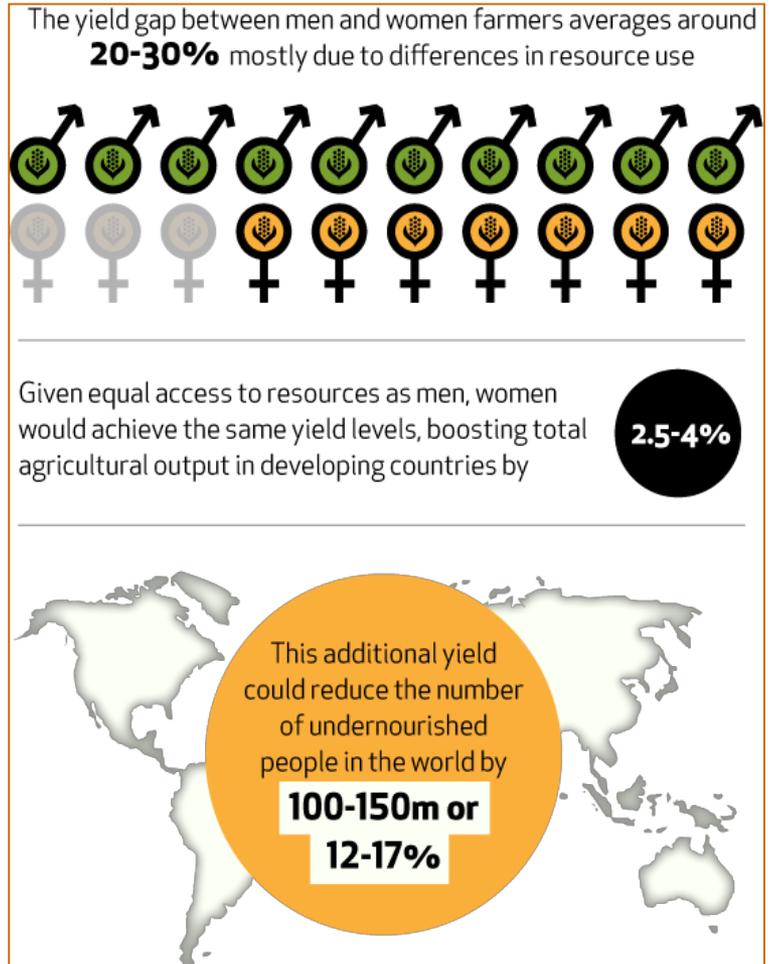


Gender disparities in the agriculture sector



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November 14, 2016



<http://www.fao.org/gender/infographic/en/>

Beliefs and behaviors that undermine female farmers



Malawi	Tanzania	Ghana	Mali	Bangladesh	India
<p>Small trade businesses are seldom run by women alone; but rather in partnership with a husband or a family member, even if the woman is the one to initiate the business idea and obtain start-up capital.</p>	<p>Women are “underneath” men because it has always been that way.</p>	<p>Men are generally uncomfortable when women work. They do not recognize the financial benefits, including responsibility for household food security, for some part of the hunger period.</p>	<p>All important boys’ circumcision, and girl’s excision.</p>	<p>The severity of associated staying longer times migration of these women “ed” to acts more frequently.</p>	<p>Men have “supreme” power in a number of important decision-making areas. Women may be ridiculed verbally if they are seen as being wrong in their decision-making. It may seem to the outside like women are making decisions, but in reality they are not.</p>
<p>Women’s labor is paid less even for equal jobs. Both sexes justify this stating that women have domestic tasks they must do; therefore, any paid job they undertake requires more time to complete.</p>	<p>Women are seen generally as weak simply to conduct themselves as men do.</p>	<p>decisions though the community may “frown” on that.</p>	<p>not in e.</p>	<p>During difficult times, women consume food of lower quality than others in their family. Traditionally they serve everyone in the family before eating themselves.</p>	<p>Women sometimes believe they are “rubber stamping” what men are saying on issues at the local level.</p>

Women are “underneath” men because it has always been that way.

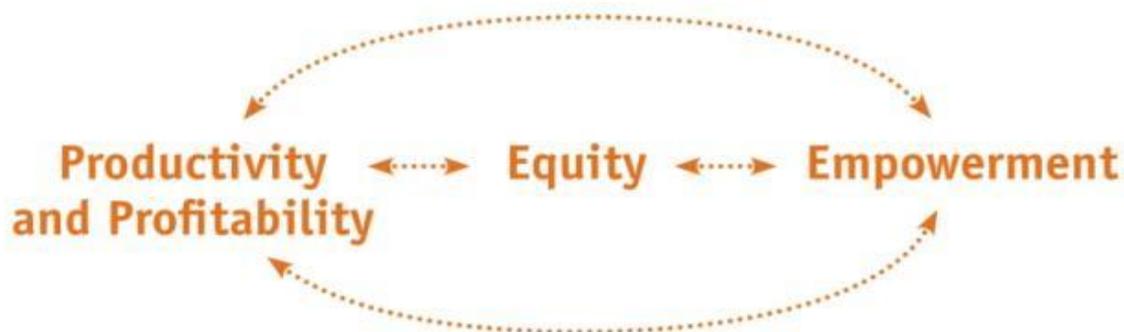
“If a woman is educated and works out of her house her husband will not be interested in her anymore.”

Pathways Theory of Change

CARE PATHWAYS THEORY OF CHANGE

More Secure and Resilient Livelihoods

Food and Nutrition Security, Coping and Adapting Ability



1 Capacity

CHANGE LEVER

Knowledge, skills and relationships
Self-confidence and conviction of power

2 Access

CHANGE LEVER

Access to productive resources, assets and markets appropriate and reliable services and input

3 Productivity

CHANGE LEVER

Improved yields and income through the adoption of sustainable agriculture and value addition

4 Household Influence

CHANGE LEVER

Contribution to and influence over income and decision-making

Enabling Environment

More positive and enabling attitudes, behaviors, social norms, policies and institutions

CHANGE LEVER

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Farmer Field and Business School: An integrated approach



How Pathways participants visualized the importance of integration of the FFBS components



Farmer Field and Business School: Learning by doing



Soya ridging and compost application



Three treatments:

- 1) Best practice: no ridges, manure and mulching
- 2) Manure on one side of ridge only
- 3) Traditional practice: Ridges, open a trench, manure, and cover

Time-savings: 90 to 8 days

3 variants allow women to ease into new practices, decide for themselves



Ghana: Income calculation for the soya treatments



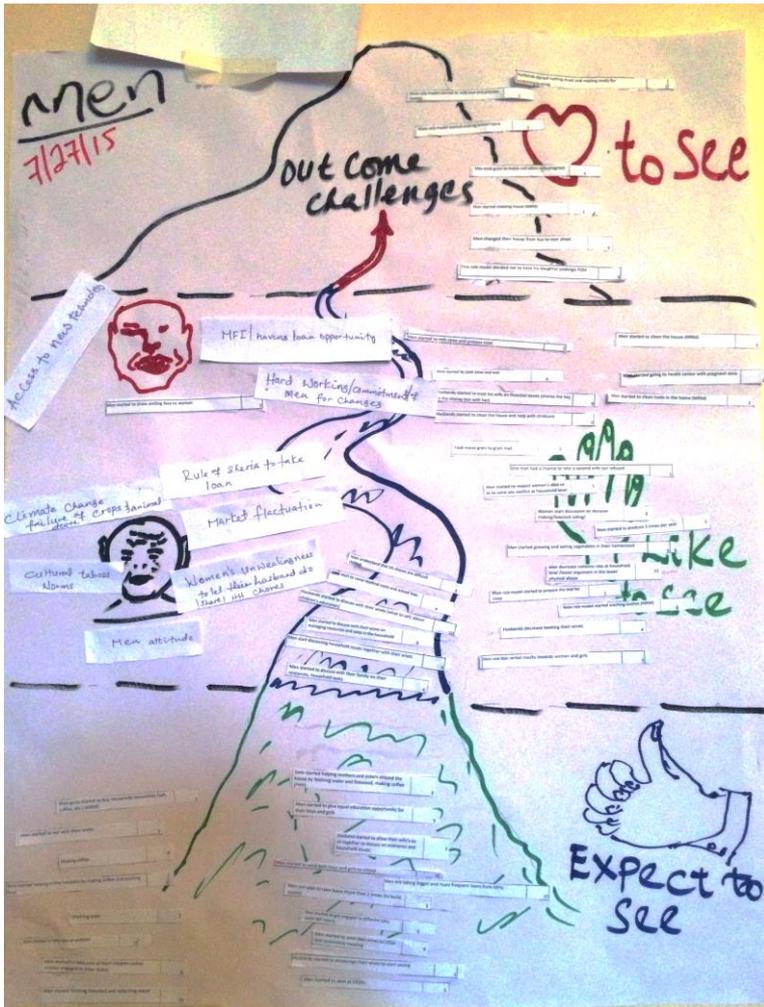
Treatment	Yield (Kg/Ha)	Costs	Added Returns	% increase in earnings
No fertilizer	1167			
Actyva only	2218	315	736	113.6%
Green OK only	1749	110	472	329%
Inoculant + Actyva	1874	187.5	519.5	117%
Inoculant only	1570	35	368	951%



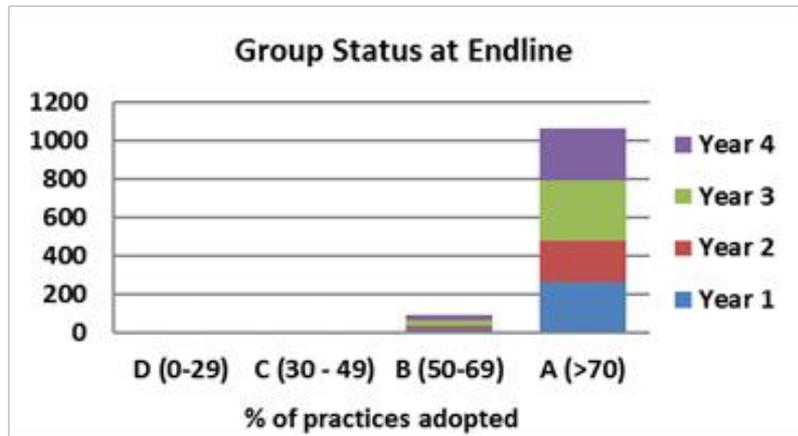
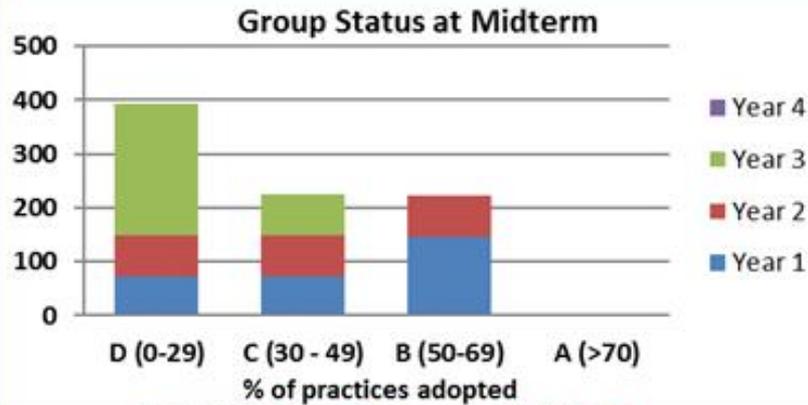
Changes in nutrition behaviors:

- Men and women eating together
- Women and children eating the good parts of the chicken
- Consuming (not selling) soya and groundnuts
- New soya recipes
- Men sharing cooking chores

Gender: Progressive steps and do-able actions



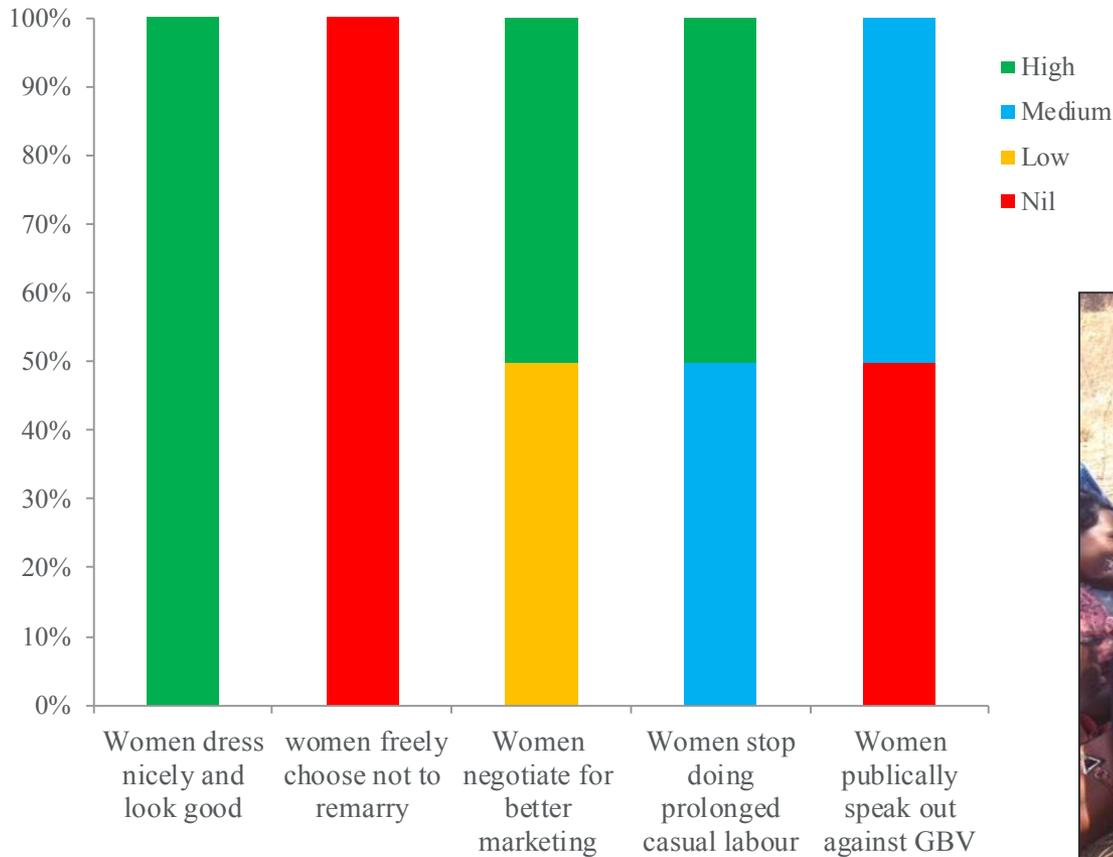
Participatory monitoring and evaluation: PPT



Gender Progress Marker Monitoring



Women: self confidence, autonomy and leadership



Reflections on adoption of new practices

Behavior change is...

- a process of cost-benefit calculations (including social costs and intangible benefits)
- more likely to happen when people can develop and test their own “treatments”
- not immediate but still measurable
- encouraged through group monitoring and data analysis
- easier when you identify context-specific, progressive, do-able practices



Addressing the gender norms seems to amplify the agriculture productivity and income benefits