Company as key Value Chain Player

**Gender**

Women's rights & Business opportunity

How to ensure reliable supply in terms of volumes, quality and timeliness?

How to attract sufficient smallholders to your outgrower scheme?

How to provide training to your suppliers and contract farmers in a cost efficient way?

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**Business Efficiency**

Engaging women in your value chain leads to increased

- Excellent
- Crops quality
- Productivity

Why

**Diversification of Suppliers**

- Women pay more attention to crops quality
- Enabling women to have equal access to resources tends to increase productivity

Why

**Reputation Management**

Paying attention to gender in your value chain helps to

- Adopting a higher gender equality standards in your chain helps companies maintain stable commercial relationships with suppliers
- Maintain a good reputation
- Reduce risks of reputation damage

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**Gender strategies**

**Business Efficiency**

Enable women's access to inputs, technical training and other extension service in production

**Diversification of Suppliers**

Contract female outgrowers

Deal with smallholders as family farmers including both men and women

Ensure management positions for women in producer organisations

**Reputation Management**

Communicate: women are not exploited in production

Communicate: women benefit in production through high gender standards
Case: Coffee, HRNS, Uganda

**Strategy**
- Training for women on agricultural practices
- Using change agents (leaders) and model couples for the promotion of farming as a family business

**Impacts on Business**
- Coffee production increased by 30%
- Household income increased by 44%

Case: Vegetable and fruits, Nature’s Pride, Latin America and Africa

**Strategy**
- Ensuring good working conditions through social certifications
- Initiating and funding social projects together with suppliers to support the community and provide access to training and finance

**Impacts on Business**
- Strong position in the value chain & Stable supply
- Good reputation of the suppliers
- Attract sufficient workers

Case: Tea, Finlays, Kenya

**Strategy**
- Organizing awareness-raising sessions for female members and commercial workshops for different age and gender groups to ensure that women’s opinion are heard
- Lowering membership eligibility criteria to ensure that women can become members

**Impacts on Business**
- Female members helped Finlays establish and expand outgrower schemes
- "It is very noticeable that women outgrowers supply better quality tea (green leaf) than men."

**Contact**
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