

LEARNING BRIEF: GENDER INCLUSION IN THE CADBURY FARMER RESILIENCE FUND

The Cadbury Farmer Resilience Fund aims to protect cocoa production and farmer livelihoods during the COVID-19 pandemic, as well as supporting climate smart income diversification, through initiatives such as a grant facility, training and pilots, and community climate adaptation action plans.

Emerging from an existing partnership between Mondelēz International and Fairtrade under the Climate Change and Organisation Strengthening Programme, the Fund is managed by Fairtrade and works with nine cocoa farming unions representing 22,500 farmers. The Fund builds on years of work that Fairtrade certification, Mondelēz International and formerly Cadbury have carried out with generations of cocoa farmers, working alongside the Government of Ghana. This legacy is also continued through the Fund's prioritisation of collaboration and joint working on sustainability issues, while ensuring that farmer voice remains at the centre of all design activities.

In August 2020, the Fund was established as part of the Vulnerable Supply Chains Facility (VSCF), a rapid COVID-19 response facility set up by the UK Foreign, Commonwealth and Development Office (FCDO), and managed by Mott MacDonald Ltd.

- It is well documented that the wellbeing of women in cocoa-growing communities is a critical link to family food security and nutrition, education, health and child protection. Despite this, women face multiple challenges when operating in agricultural value chains that differ from those experienced by their male counterparts and that limit their ability to generate income. Working with 9 cocoa farming unions, the Cadbury Farmer Resilience Fund launched a one-year grant facility to provide start-up capital in climate-smart new business models. The grant application process was designed with an embedded approach to gender that took into consideration the needs of female union members and sought to ensure that women's participation in the application process, as well as throughout implementation, was considered in a meaningful way.
- The major challenges faced by women in agricultural value chains include; limited access to capital (including land ownership (access and tenure security)), limited access to credit and financial services, and limited skills and knowledge of agro-technology, extension services, storage facilities, and transportation infrastructure.¹ These constraints mean that women are not only unable to find labour opportunities, but they are also unable to exploit alternative livelihoods strategies. The latter point in particular presents a missed opportunity as there are many known ways that women could support agricultural value chains through value-addition activities or could generate income from diversified livelihood opportunities. The importance of income diversification in increasing resilience of farming communities underpinned the design of this grant facility, with a particular focus on leading these activities.

¹ USAID and WFP (2017) *Value Chain Development, Gender and Women's Empowerment* in Ghana. Sarpong, D. B. Department of Agricultural Economics (University of Ghana). Written interview. April 2016.



- **The grant strategy encouraged innovation, equality of access, and prioritisation from the unions.** The grant application process sought to reveal preferences from the point of view of the union and insofar as possible, priority groups within it (in this case women and youth). It was designed to give unions the space to identify the types of diversification activities that they could benefit from, based on existing resources and initiatives, and ensure that they considered how women and youth could be part of these activities.
- **From the outset, the aim was to drive quality in proposal development while encouraging gender inclusive proposals.** The grant strategy was designed to be non-competitive, taking the full grant value and dividing it between the nine unions, with the grant value weighted according to membership and with a 25 percent uplift for women. The fixed percentage uplift for women meant that unions would know the full value of the grant in advance and could tailor their proposals accordingly.



- **Unions were encouraged to develop gender inclusive proposals, and were aware that this would also be reflected in the scoring criteria.** Each union was required to confirm their membership breakdown by gender and include information on the gender and diversity of the management team. Further questions requested details about the specific opportunities for women and youth within the project, related activities and benefits of the project and how they would benefit union members, their families and communities. Asking questions in this way meant the proposed

projects considered gender in their design and therefore are more likely to lead to impact for women and youth. The deliberate focus on gender prompted lively discussion amongst union leaders and focused attention on the experiences of women within their respective memberships.

- **All unions identified areas for greater inclusion of women and youth in crop-related activities.** For women this tended to be in crop production focusing on crops that were seen to be more relevant to women, such as maize, cassava and vegetables (and where women were more likely to be considered for labour opportunities). Projects also focused on value-addition activities, such as cassava processing. Several projects proposed cassava processing centres led by women. Another area highlighted for the inclusion of women was fish farming. For activities targeting youth, most unions committed to providing employment opportunities to youth as labourers for production and to support marketing activities. Some projects focused on enhancing entrepreneurship skills of youth to support them to establish new enterprises to support activities such as the marketing and selling of crops.
- **The majority of unions also focused on alternative livelihoods opportunities to support the inclusion of women and youth.** The types of activities identified included bread making, soap production, beekeeping and the selling of poultry eggs. The projects proposed to provide capacity and skills training to smaller women's groups in these areas, and to establish functional enterprises to serve the local community. In some cases, women had already received training in certain activities but were yet to form operational enterprises.
- **Grants have been awarded to nine unions and projects are now underway.** Over the next few months close monitoring will take place to assess the progress of these activities, and particularly to identify any key gaps in terms of skills and understanding. It is important to support the unions to ensure that these alternative livelihoods opportunities go beyond being operational, to becoming sustainable and profitable ventures.



Women from Sekyere East union processing cassava into garri

CASE STUDY

Fanteakwa union was established in 2011 and has 2,513 members of which 33% are women and 13% are youth (5% female youth). As part of their grant project, Fanteakwa is targeting 50 female youth with skills training and capacity building in bread making.

The union is also supporting the establishment of five baking centres in five communities (big towns) to start the bread making as a pilot project, employing the trained female youth. Profits accrued from the pilot programme will be used to extend the centres to other societies.

50 women including youth have been selected for training in soap making. After the training, the union will support them to form clusters of around ten members to start the pilot project. Ten fully equipped centres will be set up and managed by these groups. Key activities will include improving the marketability of the soap by improving the scent and packaging. Any profit generated will be reinvested in setting up more soap making centres within the union. Since the grant started, Fanteakwa have already engaged with Ghana Food and Drugs Authority and National Board for Small Scale Industries for support in certifying the soap business.

Kwasi Kugblenu, Union President, says:

“The funds received have empowered the Fanteakwa union members to increase their income through other activities which are soap making, beekeeping, bread baking alongside the cocoa farming. [...] The women are empowered through training in additional livelihood activities.”