

What the cows told us: The business case for empowering women producers

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- Why do we need a business case?
- Case Study: SDVC
- Findings and recommendations
- Discussion and debate



The case for women's empowerment needs to be strengthened:

- Just giving women the same access as men to agricultural resources could **increase production on women's farms in developing countries by 20 to 30%** -FAO
- If women in rural areas had the same access to land, technology, financial services, education, and markets as men, agricultural production could be increased and the number of **hungry people reduced by 100–150 million**-FAO
- Access to paid work [...] does make a difference to women's lives, but its impact is strongest and most consistent in the case of women whose **employment is characterised by some degree of regularity, visibility and social benefits.** - Dr. Naila Kabir





What the cows told us:

Investments in women's empowerment DO pay off in tangible and intangible ways

By empowering women farmers CARE's work was able to:

- Improve milk quality by 30%;
- Increase milk delivery by up to 500%; and
- Reduce value chain risk and cost of aggregation while improving transparency and innovation.

Also, women's dairy-related income increased by almost 100%.

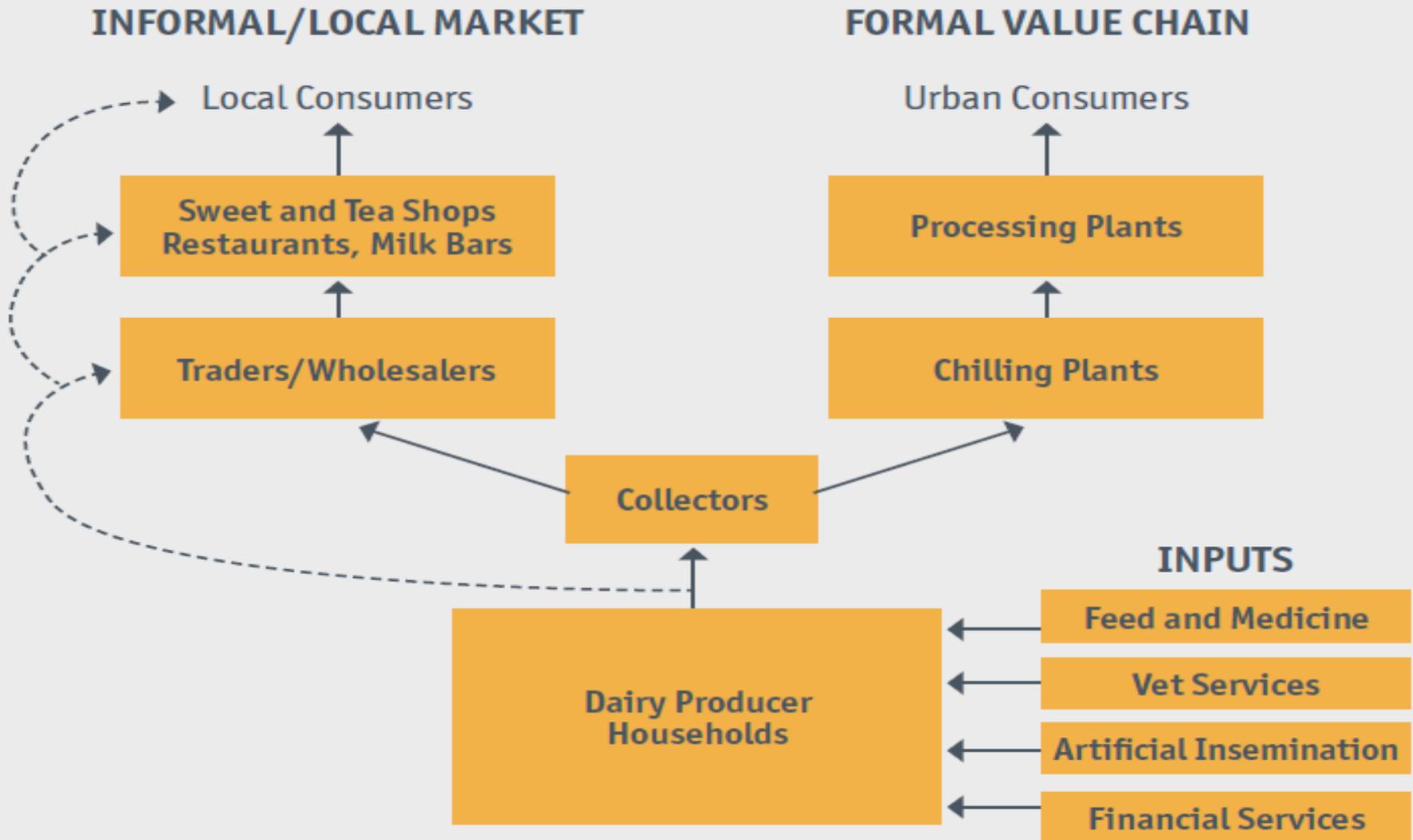
SDVC

Goal: Double the dairy-related incomes of smallholder farmers in northwest Bangladesh addressing the major challenges to improving smallholder participation in the value chain

Targeted Beneficiaries:
36,400 smallholder dairy farmers of NorthWest Bangladesh



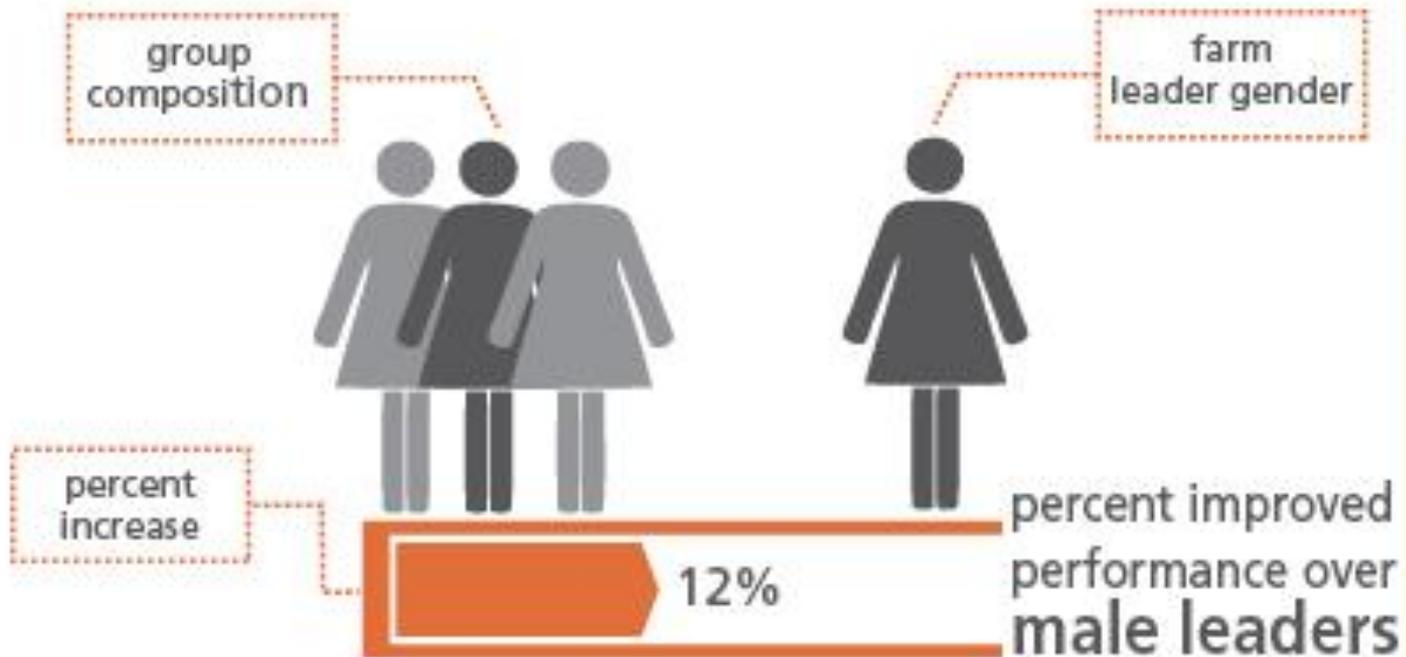
The dairy value chain in Bangladesh: weak, informal and fragmented



Activity Area	Intended Outcome
Target women producers to join production groups	Increase women's knowledge, skills, social capital, financial inclusion, access to inputs and markets, leadership capacity, productive capacity, incomes
Identify and promote opportunities for women to take on roles traditionally dominated by men	Improve incomes of most destitute women, challenge traditional gender norms, improve women's access to services tailored to their needs (women for women)
Engage men and power holders through sensitization	Increase women's mobility, promote more balanced home work balance, increase women's control over assets and incomes
Promote gender-responsive services from other market actors	Improve private sector understanding of women's needs and preferences as clients and business partners to improve women's inclusion in the dairy sector
Overarching strategy	Use cattle keeping as a platform to instigate positive change in the daily lives of poor women. Redefine societal beliefs of what is appropriate work for men and women to do

Selected findings on gender:

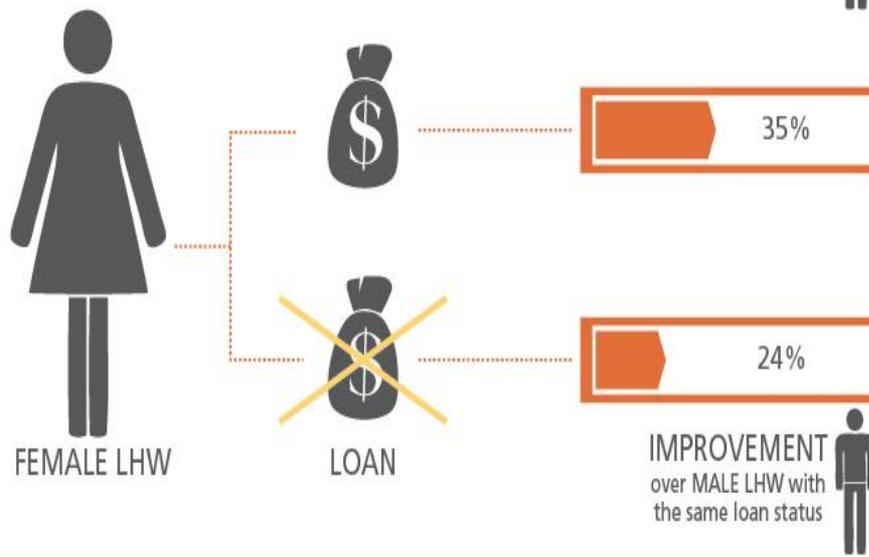
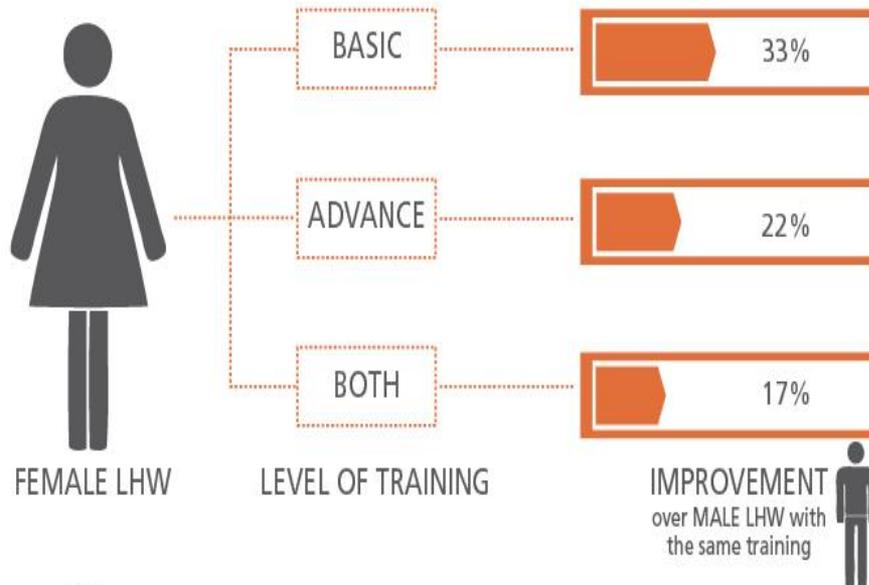
GROUP COMPOSITION LEADER GENDER



GENDER: GROUP AND HOUSEHOLD



LIVESTOCK HEALTH WORKERS INCOME



What does this mean for business?

Tangible Benefits

Growth

Improved quality of goods

Aggregation of demand, reduced distribution costs

Access to resources

Intangible Benefits

Reduced risk and uncertainty

Transparency

Product and service innovation

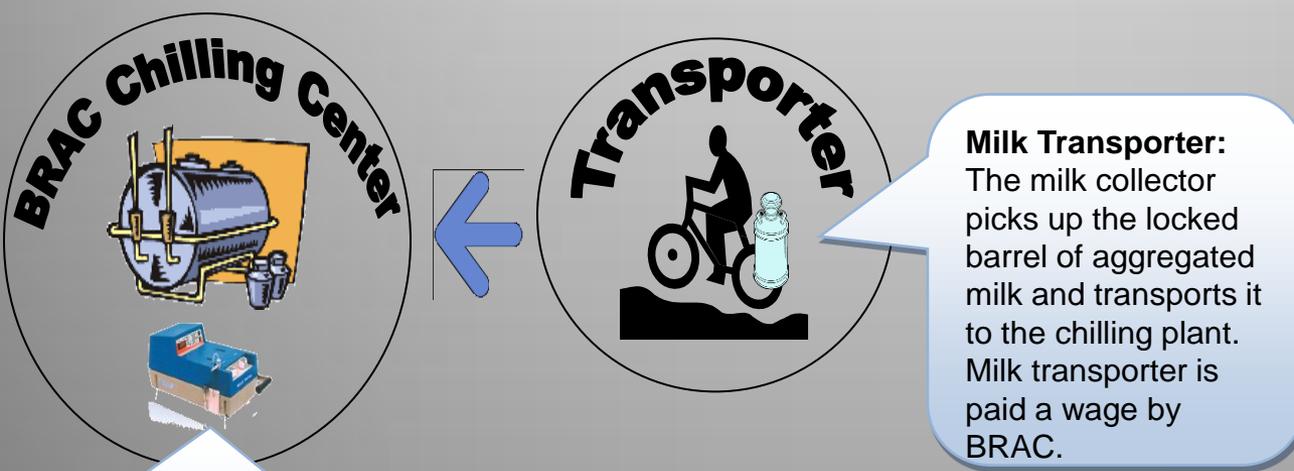
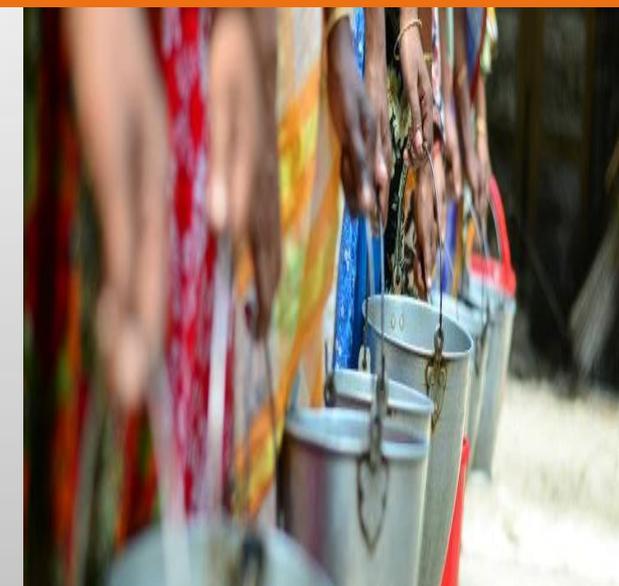
Social legitimacy



Sourcing Model



Village Level Fat Testing Point:
 Digital fat testing facilities, farmers based on milk fat content, receipt issued to farmers with their individual milk fat reading, milk aggregated in a locked barrel



Milk Transporter:
 The milk collector picks up the locked barrel of aggregated milk and transports it to the chilling plant. Milk transporter is paid a wage by BRAC.

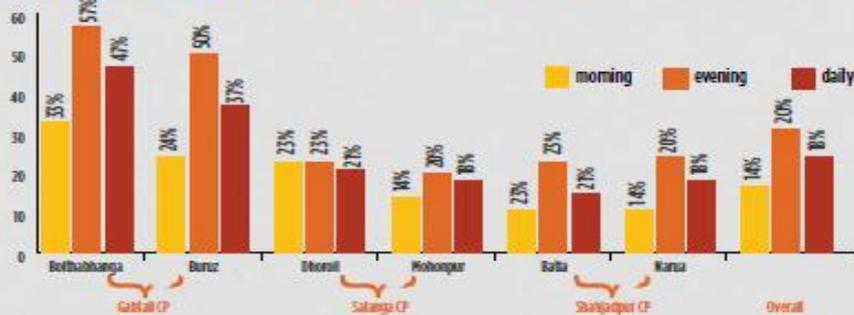
BRAC Milk Chilling Plant: Digital fat testing facilities, increased supply of high quality milk and improved MIS systems.

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(003) BOITHAVANGA
Date      :21-11-12
Time      :16:21:20 E
Member No. & Name:
8800880300010033
Rano Begum
Milk Type: Cow
Qty(Lt): 001.50
Fat %     :05.4
CLR       :29
SNF %     :08.80
Rate/Lt: 47.59
Amt(Rs)  :0071.38
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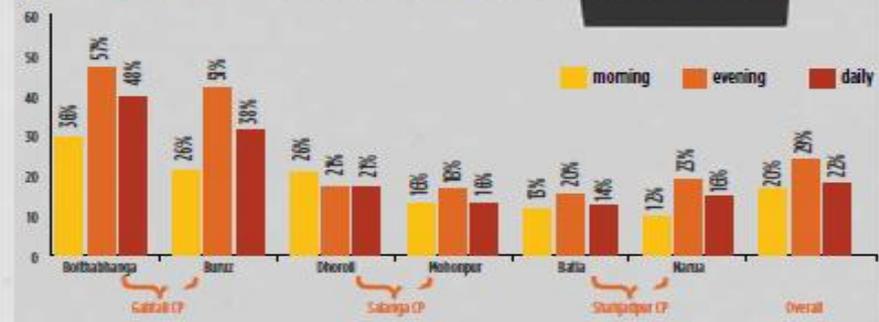
DIGITAL FAT TESTING

HAS BEEN AN EFFECTIVE IMPROVEMENT IN THE DAIRY CHAIN SO FAR

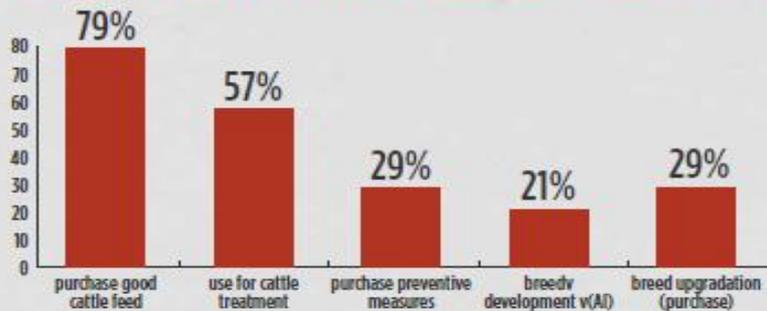
CHANGE IN FAT CONTENT



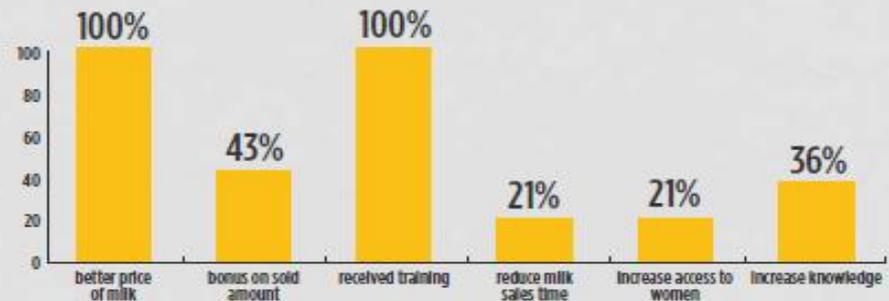
CHANGE IN MILK SALES INCOME



USE OF EXTRA INCOME GOT FROM MILK



BENEFITS GOT FROM DFT INITIATIVE



Where we're going next:

- Scaling up DFT to 33% of BRAC Dairy's supply chain by 2015
- Considering more profitable livelihood alternatives for extremely poor rural women
- Detailing research on joint decision making on assets ownership and how to optimize women's empowerment
- Using the business case to increase investment in women's empowerment across and beyond the dairy sector



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Recommendations:

- Businesses should analyse their supply chains with a gender lens and invest in empowering women. A good strategy means specifically designing policies and supporting initiatives which acknowledge the unique challenges women face and seek to change them. This is a long-term project, but it will pay off.
- Development agencies should invest in monitoring and evaluation focusing in detail on both economic empowerment and household dynamics- these insights pay off too.

Questions?



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