

A banner image for GAAP2 phase 2. On the left, a man in a white shirt stands in a green field with two white cows. On the right, a woman in a red headscarf and yellow jacket smiles, holding a white container. Next to her, a woman in a green and orange sari holds a baby, with another child in the foreground.

GAAP² phase 2

Gender, Agriculture & Assets Project

Led by IFPRI

Understanding Empowerment among Retailers in the Informal Milk Sector in Peri-urban Nairobi:

Informing an Adaptation of the project-level Women's
Empowerment in Agriculture Index

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Overview: Gendered Opportunities and Constraints in Milk Trading in Peri-urban Nairobi

GAAP 2

- ▶ Understand how agricultural development projects empower women
- ▶ Develop measures of women's empowerment (pro-WEAI) for project impact

MoreMilk

- ▶ Sub-study is an intervention with peri-urban milk retailers
- ▶ **Primary outcome:** Improve child nutrition and health (via better milk quality)
- ▶ **Secondary outcome:** Empower milk retailers

Present study

- ▶ MoreMilk & GAAP2 Collaboration



Photo: Jessica Heckert

Objectives

- ▶ **Local understandings of empowerment**
- ▶ Examine the **experiences of milk retailers in relation to existing pro-WEAI** indicators and the accuracy of those indicators
- ▶ Use **qualitative findings to adapt pro-WEAI instrument** and to evaluate intervention targeting milk retailers

Pro-WEAI



Methods

- ▶ Semi-structured in-depth interviews (SSIs): 49
 - ▶ 27 women; 22 men
- ▶ Key informant interviews (KIIs): 4
 - ▶ 1 woman; 3 men
- ▶ Focus group discussions (FGDs): 6
 - ▶ 3 FGDs of women (2 current; 1 former)
 - ▶ 3 FGDs of men (2 current; 1 former)
- ▶ Sampled for traits of successful milk retailers
 - ▶ Current or former
 - ▶ Licensed (or not); Business type (shop, milk bar, milk ATM, street vendor, mobile vendor); Source (producers, processors, brokers)
- ▶ Coding: deductive and inductive

Results

Local understandings of empowerment

Women and men

- ▶ Economic success
 - ▶ Men: good business skills, own assets
 - ▶ Women: good business skills, own assets, soft skills
- ▶ Support family and community
 - ▶ Women: community leader
 - ▶ Men: benevolent patriarch

Retailers

- ▶ Additional and more valuable assets
- ▶ Women:
 - ▶ Soft skills (polite, cheerful)
 - ▶ 'Too friendly'

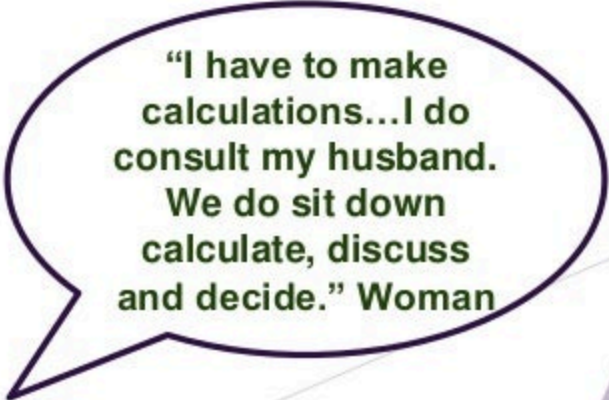
"Money is a matter of saving for you to be empowered." Woman



Photo: Jessica Heckert

Indicator 1: Input in productive decisions

- ▶ Social networks: friends, family members, and those with business experience
 - ▶ Men talk to men only
 - ▶ Women talk to women, and anyone after entering business
- ▶ Collaborate with spouses
 - ▶ Some women were deferential to spouses
- ▶ No reprisal women's independent choices



"I have to make calculations...I do consult my husband. We do sit down calculate, discuss and decide." Woman

Implications for pro-WEAI: Milk-specific productive decisions

- ▶ “Handling, storing, and/or processing milk for sale, including boiling, making mala, etc.”
- ▶ “Buying and transporting milk from a farmer or supplier”

<p>Now I'd like to ask you some questions about your participation in certain types of work activities and on making decisions on various aspects of household life.</p>		<p>Did you [NAME] or another member of your household participate in [ACTIVITY] in the past 12 months in any way?</p>		<p>When decisions are made regarding [ACTIVITY], who is it that normally takes the decision?</p> <p>ENTER UP TO THREE (3) MEMBER IDs</p> <p>IF RESPONSE IS MEMBER ID (SELF) ONLY → G2.05</p> <p>OTHER CODES: NON-HH MEMBER.....94</p>		
<p>CODE G2</p> <p>LITTLE TO NO INPUT IN DECISIONS... 1 INPUT INTO SOME DECISIONS..... 2 INPUT INTO MOST OR ALL DECISIONS..... 3 NOT APPLICABLE / NO DECISION MADE..... 98</p>						
ACTIVITY		G2.01.		G2.02.		
				ID #1	ID #2	ID #3
A	Selling milk to consumers/interacting with consumers directly (for a business operated by you or a member of your household)	YES, RESPONDENT PARTICIPATED... 1 HOUSEHOLD PARTICIPATED, BUT NOT RESPONDENT..... 2 → ACTIVITY B NO..... 3 → ACTIVITY B				
B	Handling, storing, and/or processing milk for sale, including boiling, making mala, etc. (for a business operated by you or a member of your household)	YES, RESPONDENT PARTICIPATED... 1 HOUSEHOLD PARTICIPATED, BUT NOT RESPONDENT..... 2 → ACTIVITY C NO..... 3 → ACTIVITY C				
C	Buying and or transporting milk from a farmer or supplier (for a business operated by you or a member of your household)	YES, RESPONDENT PARTICIPATED... 1 HOUSEHOLD PARTICIPATED, BUT NOT RESPONDENT..... 2 → ACTIVITY D NO..... 3 → ACTIVITY D				

Indicator 2: Asset ownership

General

- ▶ Not land (may rent premise)
- ▶ Gendered ownership
 - ▶ Men: borrow
 - ▶ Women: buy

“If one does not have a license, the authorities are constantly following them up, and they are not able to operate the business in peace. Sometimes one has to close shop and run away when the authorities come inspecting.” Man

Licenses

- ▶ 3 types: City council, Kenya Dairy Board, Ministry of Health
 - ▶ Application and licensing fees
- ▶ Risk of loss of milk and assets without one (though not a strong deterrent)
- ▶ Confusing and costly licensing process

Implications for pro-WEAI: Milk Specific Assets, Licenses

Assets

- ▶ Aluminum milk cans
- ▶ Milk ATM
- ▶ Gum boots



Photo: Jessica Heckerl

Licenses

- ▶ knowledge questions

Now I would like to ask you some questions about fees you pay to run your milk business.		Do you have a current [LICENSE TYPE]?	How often do you renew the [LICENSE TYPE]?	
LICENSE TYPE		G11.01.	G11.02.a	G11.02.b
A	Business permit/license	YES.....1 NO.....2 → TYPE B DONT KNOW...97 → TYPE B	ONCE EVERY _____ NOT RENEWED...9999	DAY(S).....1 WEEK(S).....2 MONTH(S).....3 YEAR(S).....4
B	Milk bar license	YES.....1 NO.....2 → TYPE C DONT KNOW...97 → TYPE C	ONCE EVERY _____ NOT RENEWED...9999	DAY(S).....1 WEEK(S).....2 MONTH(S).....3 YEAR(S).....4
C	Local council license	YES.....1 NO.....2 → TYPE D DONT KNOW...97 → TYPE D	ONCE EVERY _____ NOT RENEWED...9999	DAY(S).....1 WEEK(S).....2 MONTH(S).....3 YEAR(S).....4

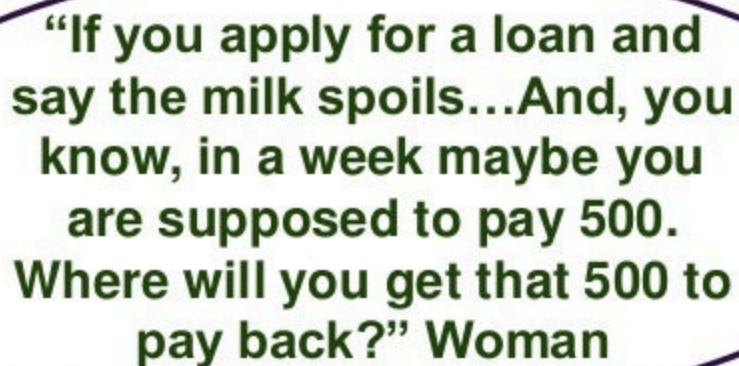
Indicator 3: Access to and decisions on financial services

Repayment

- ▶ Milk spoilage
- ▶ Sell milk on credit

M-Pesa

- ▶ Secure
- ▶ Women and men



“If you apply for a loan and say the milk spoils...And, you know, in a week maybe you are supposed to pay 500. Where will you get that 500 to pay back?” Woman

Implications for pro-WEAI: M-Pesa, Repayment

M-Pesa

- ▶ If they have an account

Repayment

- ▶ Credit questions

G3.36. How do you typically recover payment (cash and/or in-kind) of milk sold on credit?

G3.37. How often did customers fail to repay you for milk they bought on credit in the last 12 months?

G3.38. Are you able to refuse to sell on credit when you would prefer not to?

G3.39. Do you think it is good for your business to sell on credit?

Indicator 4: Visiting important locations

Gendered constraints

- ▶ Community perception of women's promiscuity
- ▶ Childcare obligations
- ▶ Transportation
 - ▶ Bicycles
 - ▶ Motorbikes
 - ▶ Trucks

"I know of a lady who was not married and was selling milk...The elders had to intervene and take her back to the parents and stop the milk business." Woman



Photo: Jessica Heckert

Implications for pro-WEAI: Constraints to visiting important locations

- ▶ Transportation too expensive
- ▶ Not enough time
- ▶ Forbidden to go by spouse/partner

G6.03. RESPONSE CODES	
1	TRANSPORTATION TOO EXPENSIVE
2	I DID NOT HAVE THE PROPER DRESS/CREDENTIALS
3	NOT ENOUGH TIME
4	I THOUGHT IT WAS UNSAFE
5	OTHERS TOLD ME IT WAS UNSAFE
6	FORBIDDEN TO GO BY SPOUSE/PARTNER
7	FORBIDDEN TO GO BY THE FAMILY OF MY SPOUSE/PARTNER
8	FORBIDDEN TO GO BY OWN FAMILY MEMBER
9	FORBIDDEN TO GO BY AN AUTHORITY
10	(DO NOT READ ALOUD) SOCIETAL NORM
11	OTHER, SPECIFY: _____

Lessons learned

- ▶ Adapting pro-WEAI and other existing survey measures needs to be undertaken carefully
- ▶ Qualitative research is one approach that can systematically inform survey adaptations
- ▶ The topics addressed by the pro-WEAI indicators resonate with the lived experiences of milk retailers
- ▶ Revising some items will help make the pro-WEAI instrument more relevant for a non-producer population



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Photo: Neil Palmer/IWMI



Questions?

Thank you

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