

# Why isn't "gender" just about impact?

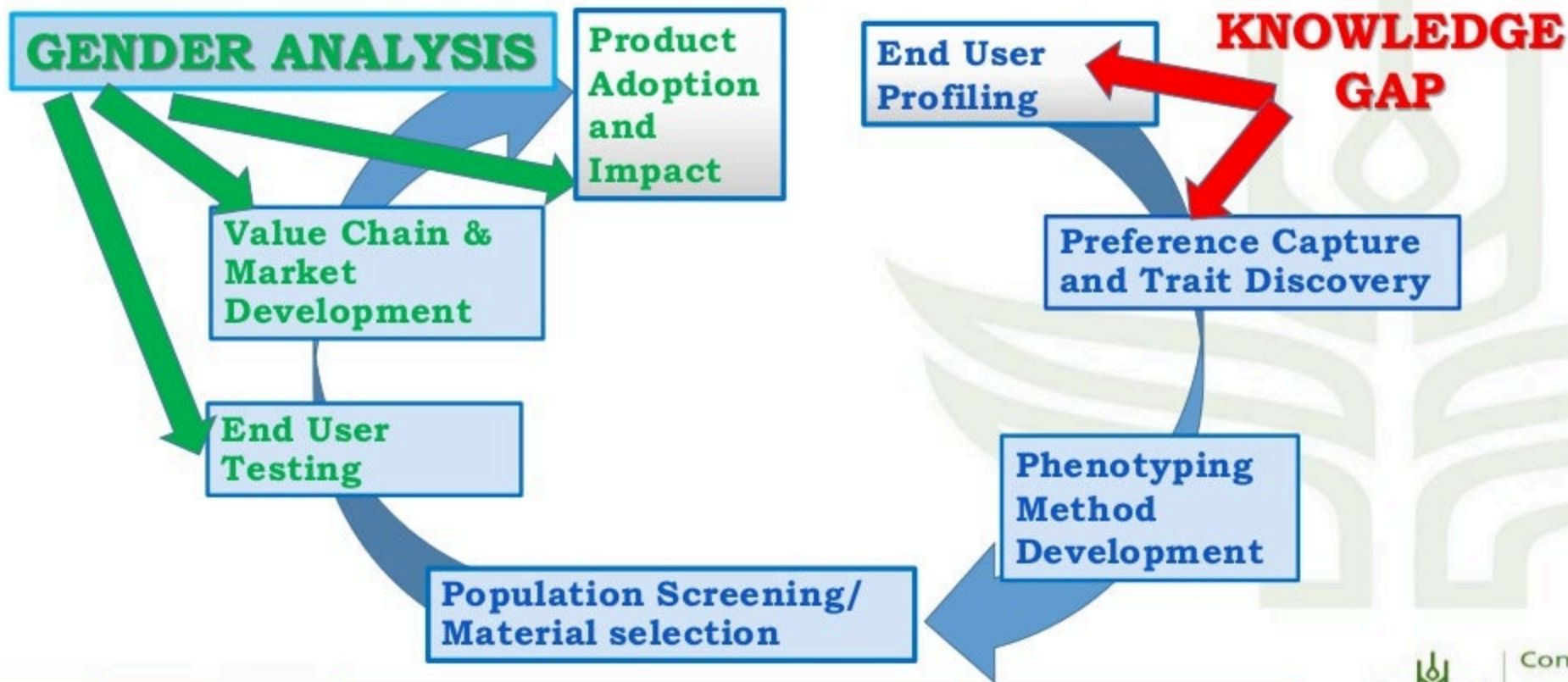
Jacqueline Ashby, Senior Advisor, CGIAR Consortium.

Transformational gender approaches  
in legume research and development

*Sustainable Grain Legume Systems for Food, Income and  
Nutritional Security in a Rapidly Changing Climate.*

2 March, 2016

## Attention to gender is concentrated in the late stages of product development: e.g. breeding cycle





# KNOWLEDGE GAP

**We still lack a comprehensive picture of gender-differentiated preferences for varietal traits and their relative importance**

**Case studies of localized preferences:**

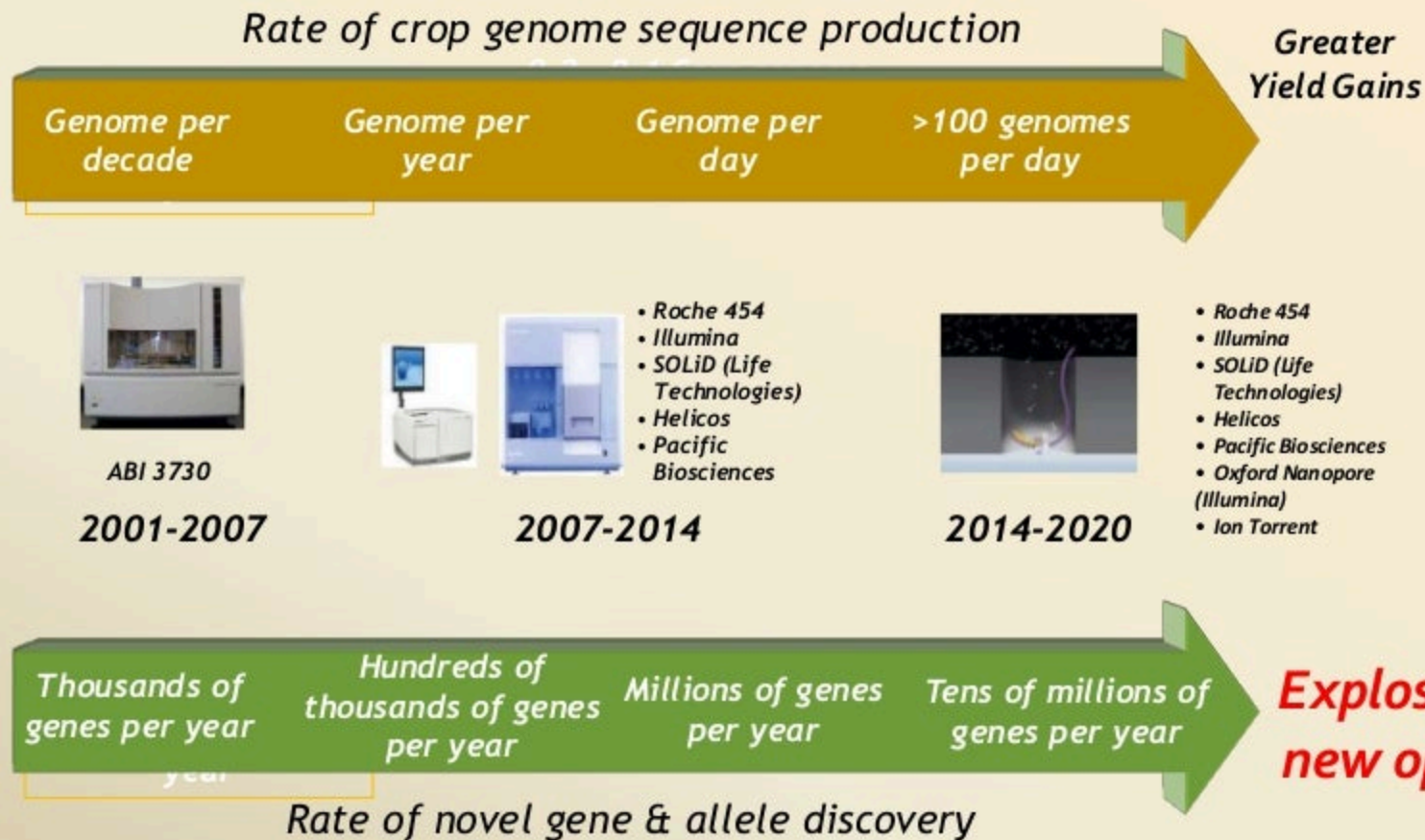
**what are widespread preferences versus cultural- or location-specific ones?**

**Lists of gender-differentiated preferences:**

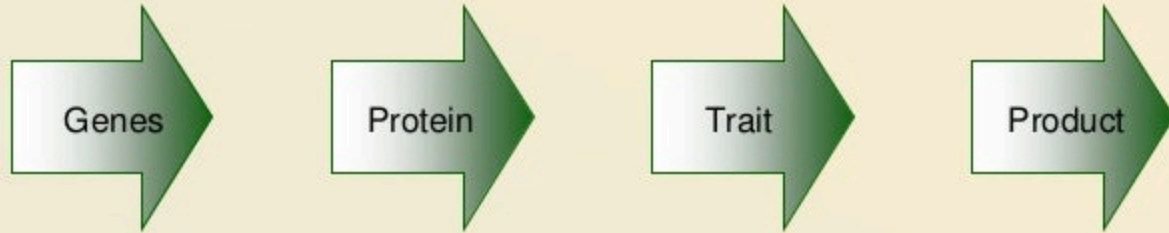
- **Likely impact? E.g. what is the likely impact on welfare of labor saved by a faster cooking bean?**
- **Relative importance?**
- **How do male or female users make trade-offs between preferred traits?**
- **Priorities?**



## BACKGROUND TO THE KNOWLEDGE GAP : Revolution in Future Breeding and Biotech Innovation



# Expanding opportunities to target products more precisely to increase gender relevance



**Genes provide the foundation of new products for farmers: but what are the priority, most gender-responsive products?**



Yield  
Tolerance to drought  
  
Flowering time?  
Low soil P tolerance?  
High sugar content?

Quality – taste, texture,  
cooking time etc.  
Storage





# Diversity

- Male and female preferences overlap
- Women with different resource endowments don't have the same preferences

**Only differentiating women's preferences from men's is misleading**

**Private enterprise confronts the diversity challenge by prioritizing market segments (customers), profiling and targeting them**



# Inequality

**Gender inequality makes poverty worse.**

**Technology choice is constrained by who controls resources**

**e.g who controls the use of time freed up by labor-saving innovations ?**





**Gaining more control over resources:  
e.g. co-development of products with men and  
women end users, Honduras case**

**Participatory plant breeding  
(PPB) and varietal selection  
(PVS)**

- **Can enhance women's status  
and control over resources**
- **Enables end-users to  
contribute actively to early  
stages of product development**
- **This speeds up adoption**
- **And contributes to  
empowerment**





# **Influential feedback from gender analysis to the early stages of product development requires harmonization of methods and approach**

## **Adoption and Marketing Surveys:**

**share standard modules for collecting sex-disaggregated data so these data can be pooled for end-user profiling**

**Harmonize PVS and PPB approaches to inform preference capture: ensure data are easy to compare or pool.**

**Ex-ante impact analysis, choice experiments: estimate likely pay-off to different traits; inform prioritization**



# Opportunities for social & gender analysis

