



**Gender &  
Breeding  
Initiative**



# Gender responsive product profile development

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# The Gender and Breeding Initiative

Brings together plant and animal breeders and social scientists to develop a strategy for gender-responsive breeding with supporting methods, tools and practices.

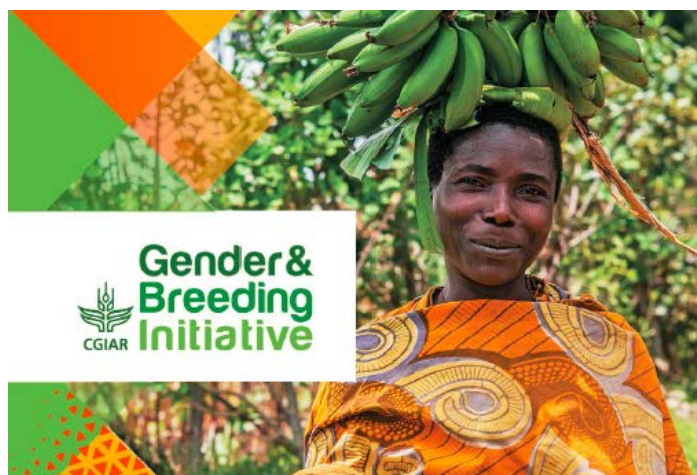
Coordinated by CGIAR Research Program on Roots, Tubers and Bananas and the International Potato Center.



RESEARCH  
PROGRAM ON  
Roots, Tubers  
and Bananas



# GBI Products



## Workshop Report

**Innovation in Gender-  
Responsive Breeding**

Nairobi, Kenya  
October 5-7, 2017

### Working documents:

1. Gender and social targeting: segmenting-targeting positioning
2. Setting breeding objectives and trait prioritization
3. Case studies gender & breeding programs

### Briefs:

1. Critical decision for gender-responsive breeding
2. Uptake Pathways
3. Resource mobilization

### Prototype tools:

1. G+ Customer Profile
2. G+ Product Profile

### Webinars



**Linkage GREAT (Gender-responsive  
Researchers Equipped for Agricultural  
Transformation)**

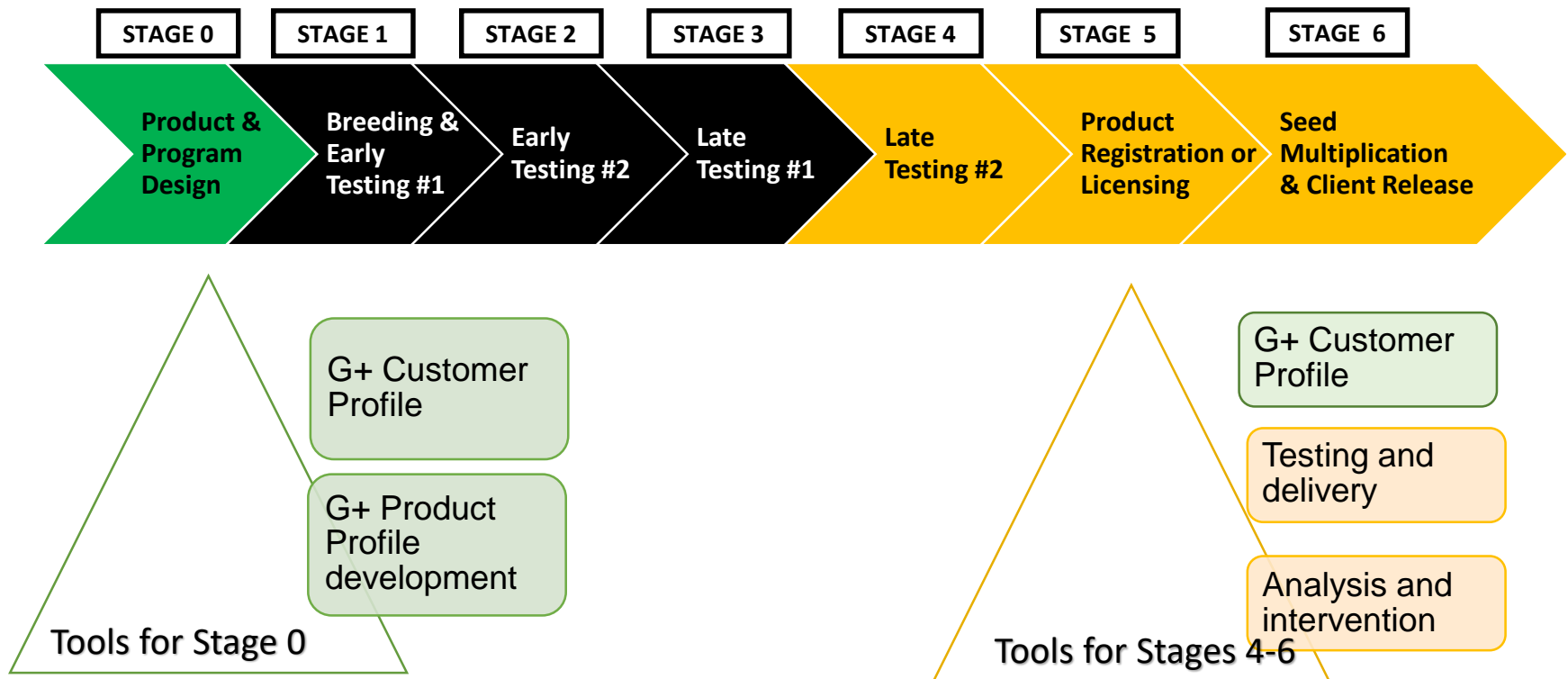
**Funding from EiB Platform to validate tools**

# Gender responsive tools

The background features a solid green field. In the top-left corner, there is a cluster of small red triangles that fade out towards the center. A large, dark green arrow-like shape points from the right side towards the center. At the bottom-right corner, there is a cluster of small red triangles that fade out towards the center. A small orange triangle is positioned at the bottom edge of the dark green arrow shape.

# Integration with Excellence in Breeding

EiB stage-gate approach opportunity to refine, pilot and scale gender-responsive tools





# G+ Customer Profile development tool

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## What is it?

- Identify and disaggregate by gender and other socio-economic variables the users for a specific breeding product

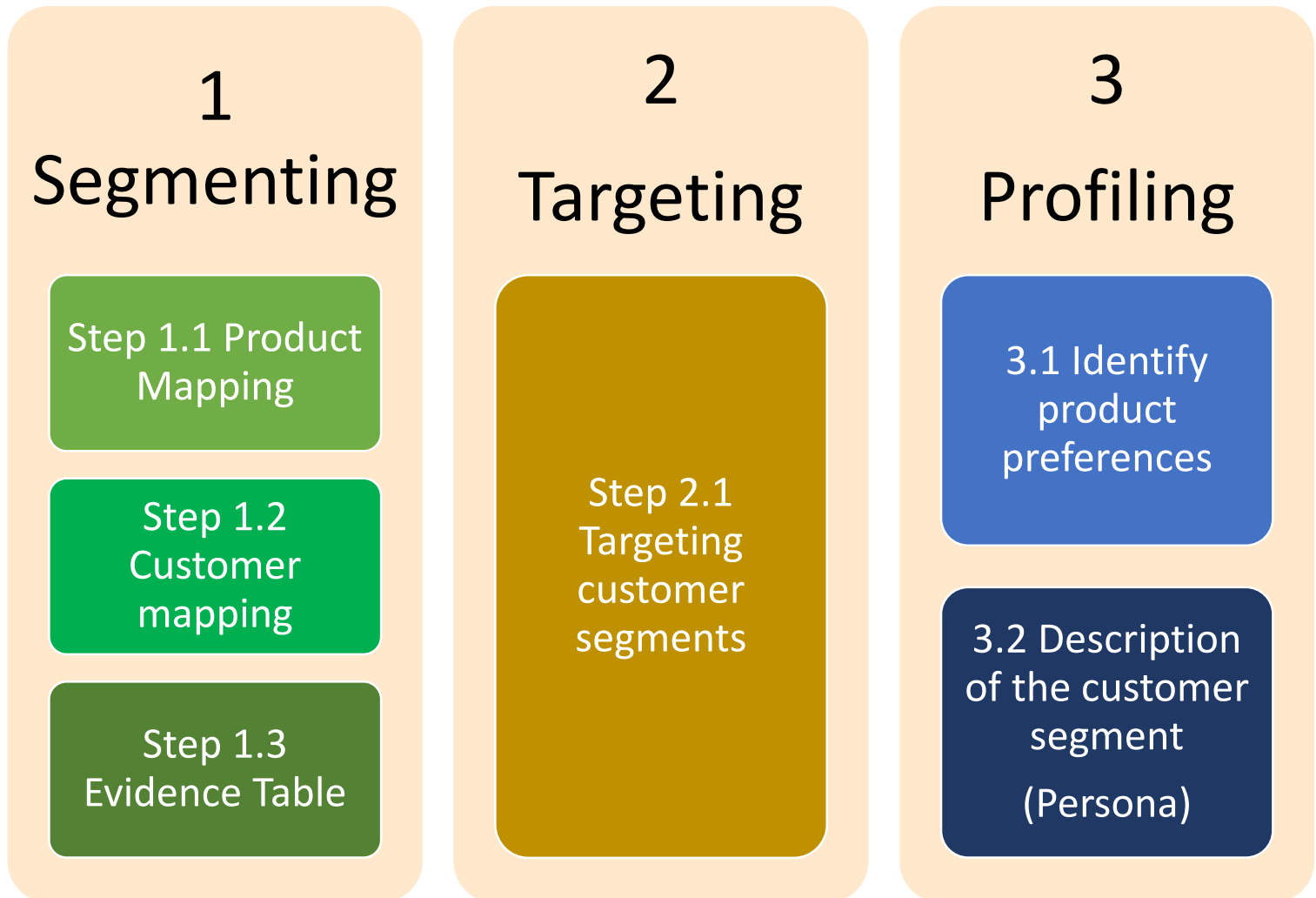
## What does it do?

- Gives a clear picture of a group of potential users, in terms of numbers, location, socio-economic characteristics and trait preferences

## When is it applied?

- To understand customers before definition of the product profile.
- To understand customers before testing and delivery of new material

# How is the process structured?

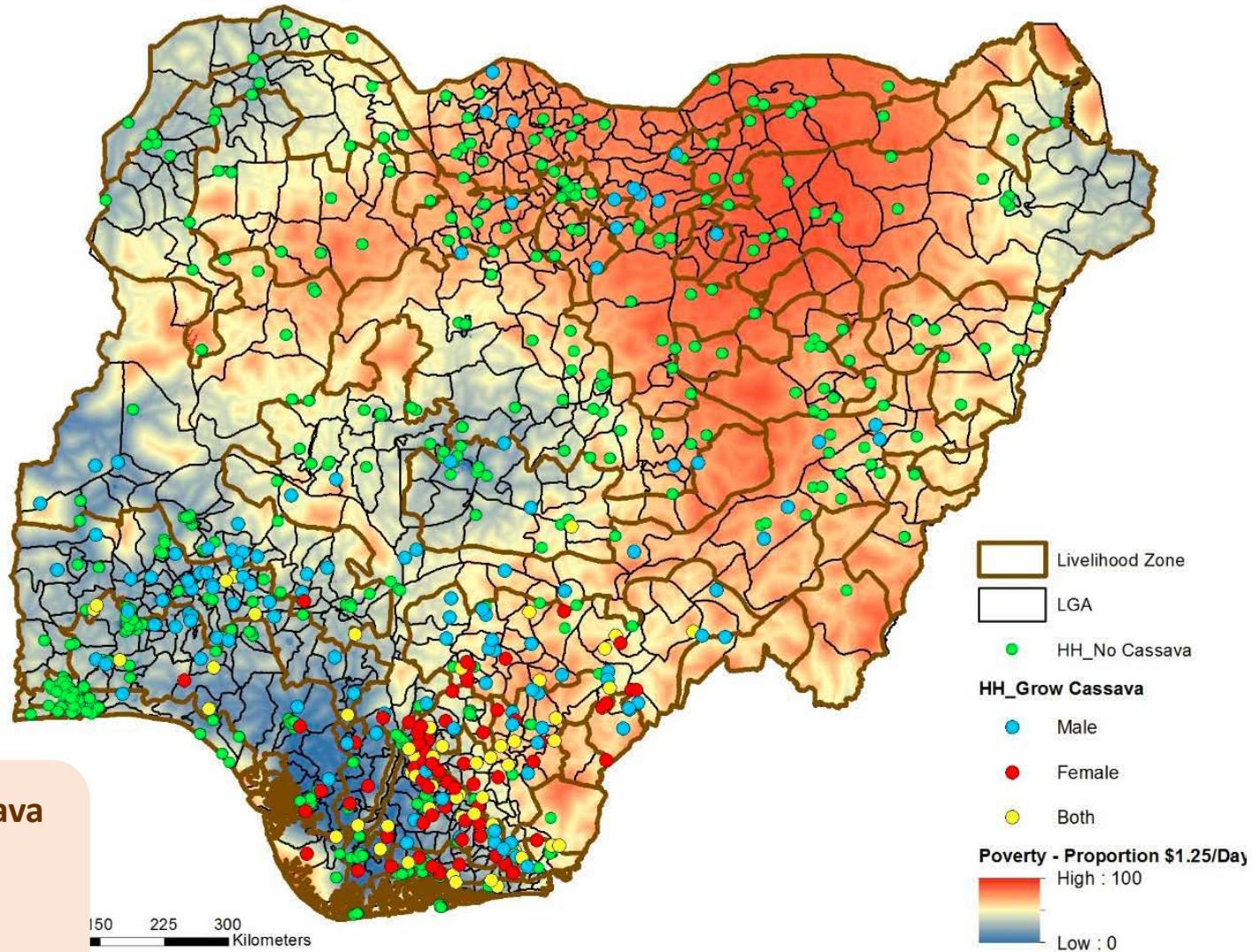




# Gender in segmenting: big data

Sex disaggregated data is collected and used to segment the target population

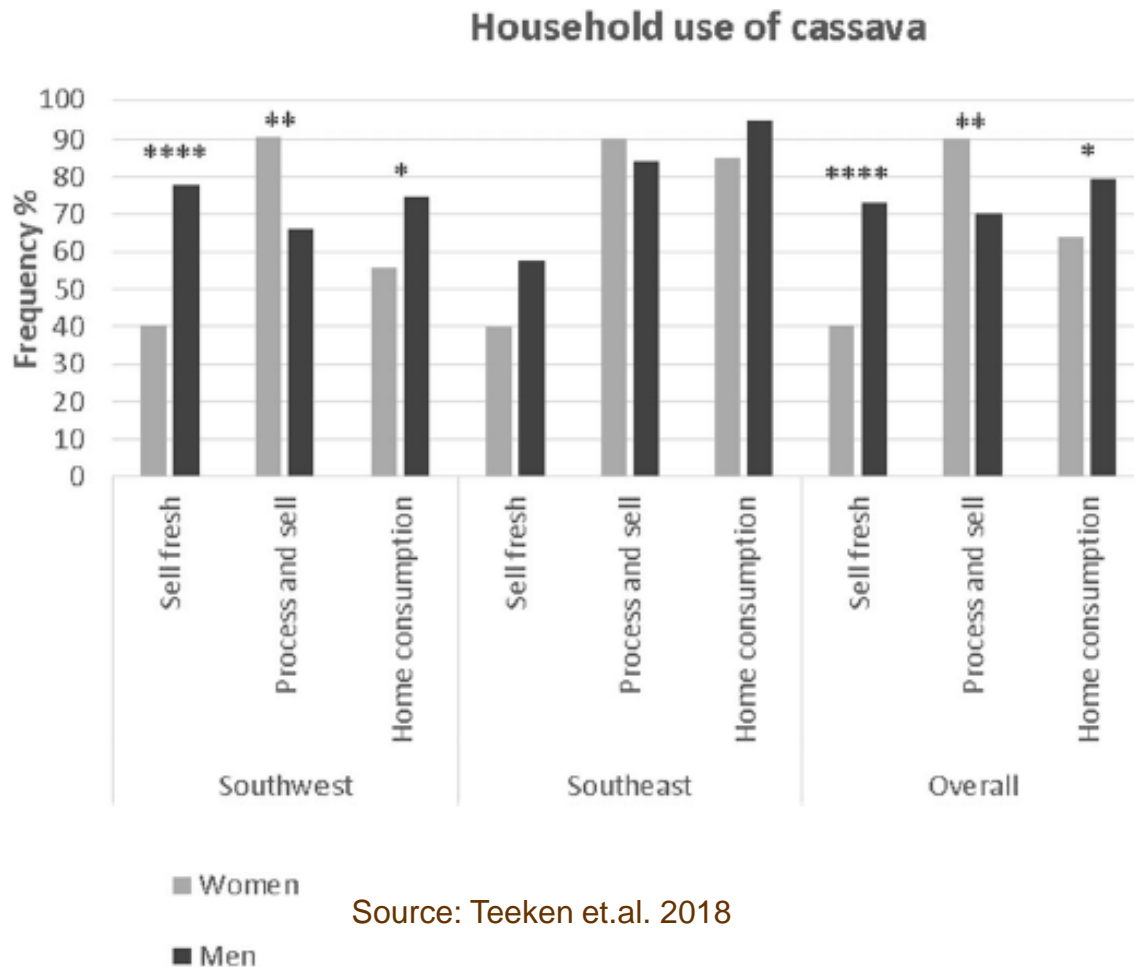
Sex of cassava plot managers using LSMS panel data for **Nigeria** overlaid with extreme poverty.



Female managed cassava plots concentrated in poorer southeast and southwest regions



# Gender in segmenting: qualitative, local studies



Source: Teeken et.al. 2018

Study on cassava use and trait preferences by men and women in Nigeria:

- **High yield, root size, early maturity and dry matter** ranked high by men and women across regions.
- **Cooking and processing traits** significantly more important for women ( $p < 0.05$ ).
- **Fast cooking** significantly more important for women ( $p < 0.05$ ) in South West: strongly engaged in processing and home consumption.



# G+ Product Profile development tool

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## What is it?

- Inspect the gender dimension of traits

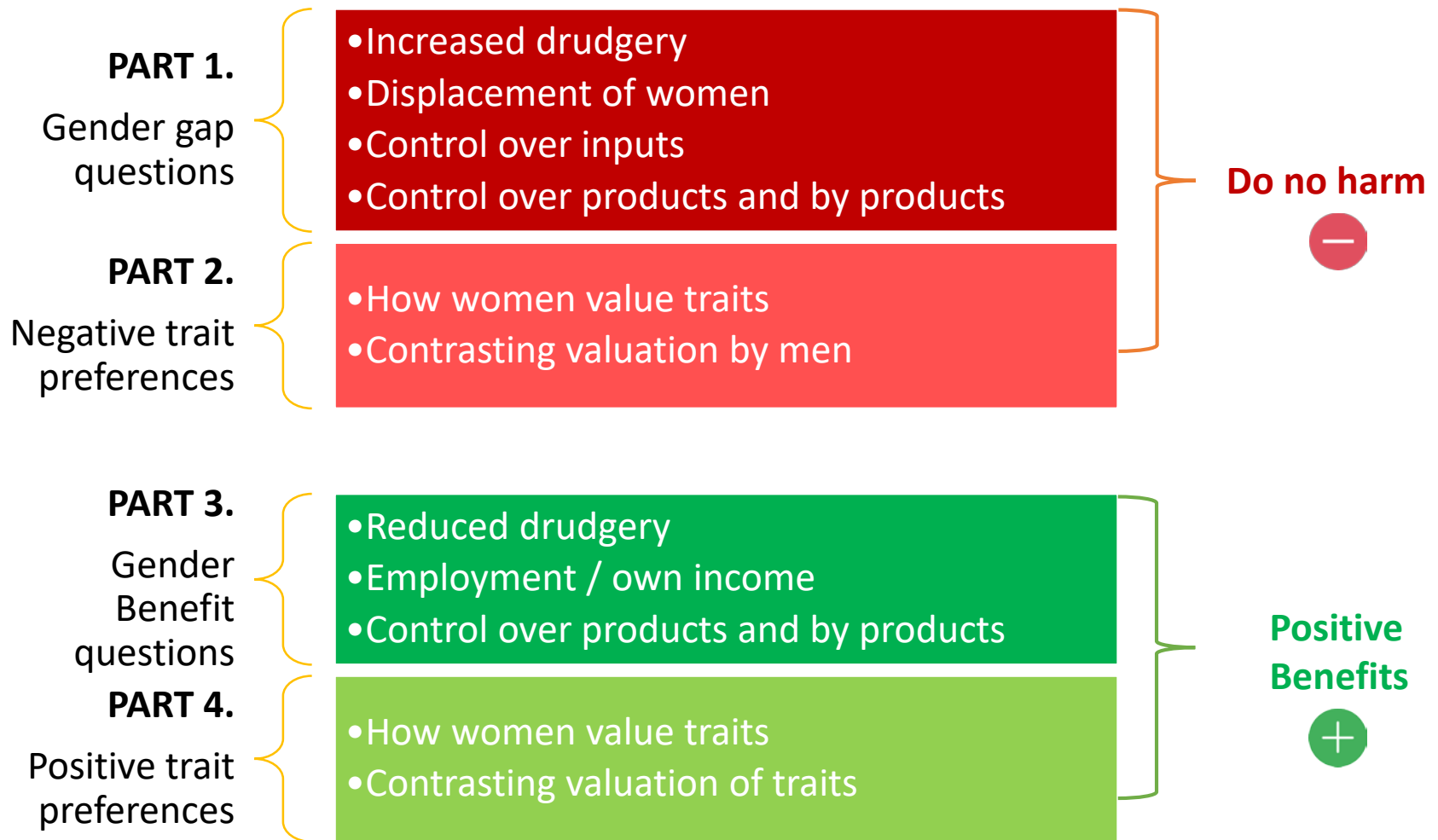
## What does it do?

- Assigns concrete weights to gender-related constraints and trait preferences to use in trait prioritization

## When is it applied?

- Before finalizing the product profile, when prioritizing the product or package of traits

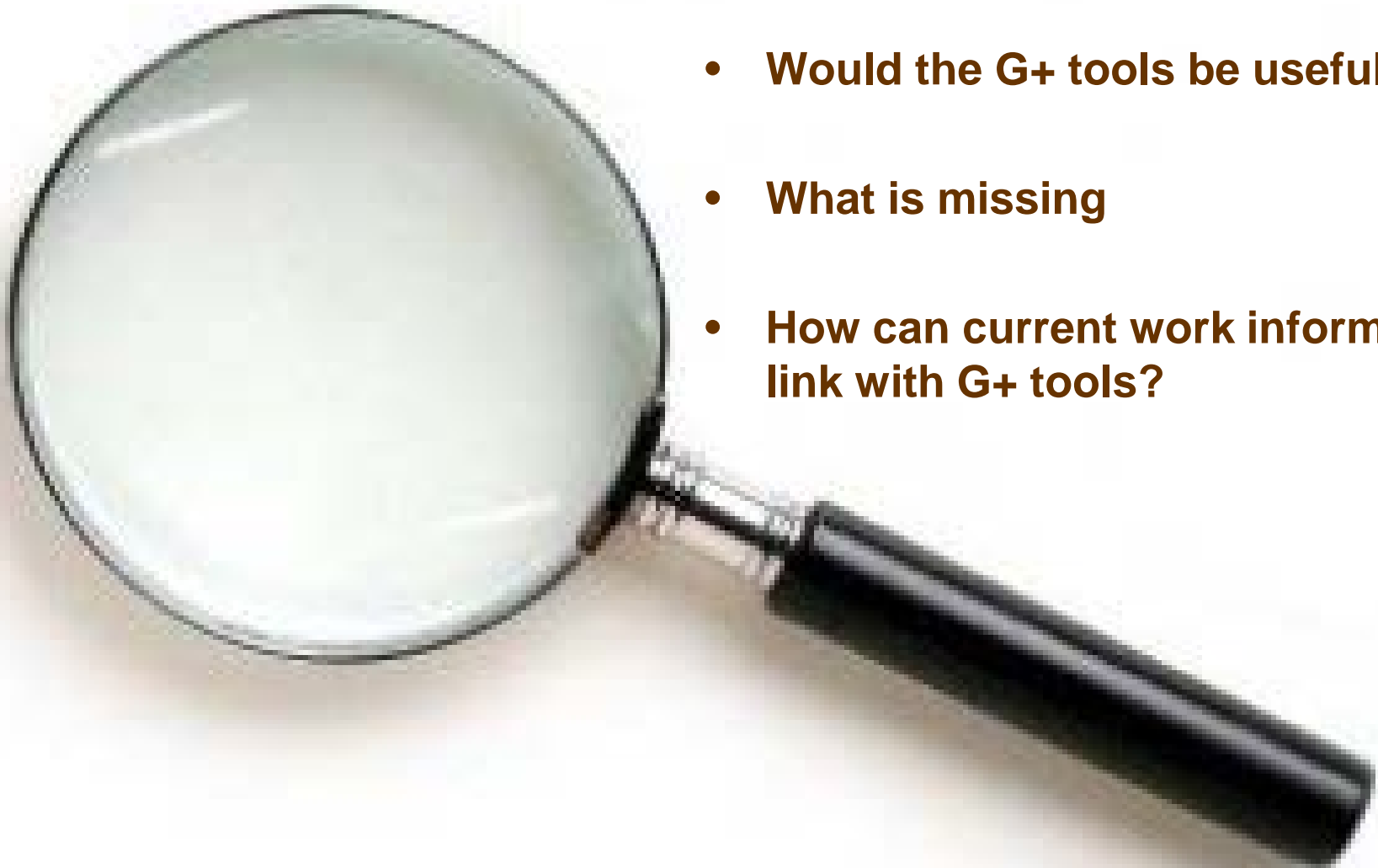
# How is the process structured?





## Enhancing our gender lens

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- **Would the G+ tools be useful?**
- **What is missing**
- **How can current work inform and link with G+ tools?**



**THANK YOU**

