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.
GBI Products

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
Integration with Excellence in Breeding

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

1 Segmenting
   - Step 1.1 Product Mapping
   - Step 1.2 Customer mapping
   - Step 1.3 Evidence Table

2 Targeting
   - Step 2.1 Targeting customer segments

3 Profiling
   - 3.1 Identify product preferences
   - 3.2 Description of the customer segment (Persona)
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.

Source: Orr 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.

Source: Teeken et.al. 2018
G+ Product Profile development tool

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?

PART 1. Gender gap questions
• Increased drudgery
• Displacement of women
• Control over inputs
• Control over products and by products

PART 2. Negative trait preferences
• How women value traits
• Contrasting valuation by men

PART 3. Gender Benefit questions
• Reduced drudgery
• Employment / own income
• Control over products and by products

PART 4. Positive trait preferences
• How women value traits
• Contrasting valuation of traits

Do no harm
Positive Benefits
Enhancing our gender lens

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