

GENDER IN THE CATTLE VALUE CHAIN

**Towards a gender equitable business
partnership in Zimbabwe - Case study
FACHIG and Oxfam**

Webinar 10 March 2015, Thies Reemer

KEY MESSAGES

- **Addressing gender inequalities makes business sense**
- **Win-win in value chains can be negotiated in the advantage of the most marginalised actors**
- **It does not have to take generations to change gender inequalities**
- **Understanding gender helps to understand weak linkages in value chains**





CONTEXT: CATTLE VALUE CHAIN, MUZARABANI DISTRICT, ZIMBABWE



ORS

dealers:
ders
en and men
holder farmers
l and district
traders
ghterhouses,
esalers and
ers

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- ORS**
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KEY GENDER ISSUES



- Disproportionate labour burden on women
- Cattle ownership: men. Status and reserve
- Drain on HH resources: alcohol and multiple relationships
- Men dominate trade
- Slaughterhouses set prices and trading practices, traders impose to farmers
- HH crisis / indebtedness affect trading



VALUE CHAIN SUPPORTERS

- Veterinary Services
- Livestock Production Department (LPD)
- Police
- Banks
- FACHIG
- Muzarabani Rural District Council (MRDC)



KEY ISSUES WITH SERVICES

- **Projects focus on technologies and products / crops**
- **Microfinance: women conduit for men**
- **Investors: assume trickle down, invest in value addition powerful actors**
- **Government: regulations benefit slaughterhouses**
- **Disbelief in poor women's capacities and top-down service delivery**



PRIVATE SECTOR

- Traders and collection point
- 5 Local butchers
- 4 large abattoirs
- Hotel chains, supermarkets
- Auctioneer
- Investment funds / banks



QUESTION AND ANSWER

WEMAN 

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Interventions

COMMUNITY-LED
GENDER ACTION
LEARNING 1166
FARMERS (60% WOMEN)

ENGAGING PUBLIC
AND PRIVATE
SECTOR

CHANGING POWER
AND NEGOTIATING
WIN-WIN

CREATING
BUSINESS
PARTNERSHIP
THAT WORKS FOR
WOMEN AND MEN

TRANSFORM GENDER
RELATIONS HH

CHALLENGE SOCIAL NORMS
COMMUNITY

MEN AND WOMEN SHOW
LEADERSHIP FOR WOMEN'S
RIGHTS

VULNERABLE PEOPLE HAVE
CAPACITY TO ORGANISE AND
INFLUENCE

WIN-WIN SOLUTIONS:
CONVINCE BUYERS OF THE
BUSINESS CASE FOR GJ

ADVOCATE FOR BY-LAWS

FACILITATE CONDITIONS FOR
AUCTIONS



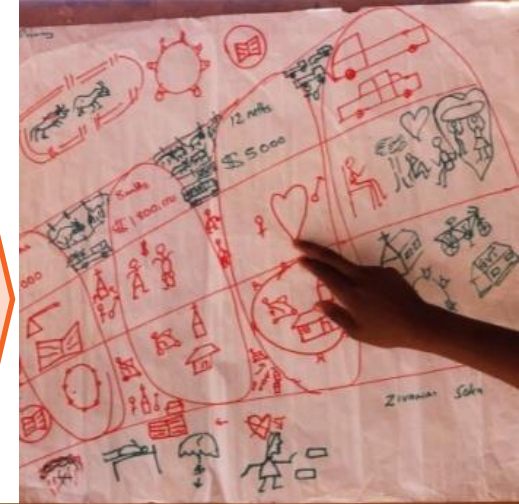


Personal and household visioning, situation analysis and action plan

Implementing the behaviour changes and actions

Monitoring progress towards achieving the vision

Attaining targets and visions, reviewing and re-visioning, sustaining the use of GALS



Community-led gender action learning



**STEP 2:
IDENTIFY
MARKETS**
and add
information
about prices
and
conditions,
customers,
women and
men

Distance to
market: 20
km

**STEP 4: HOW DO I GET THERE
AND WHAT DOES IT COST?**

10 USD labour to escort to market

Main
products
marketed
by men

Main
products
marketed
by women

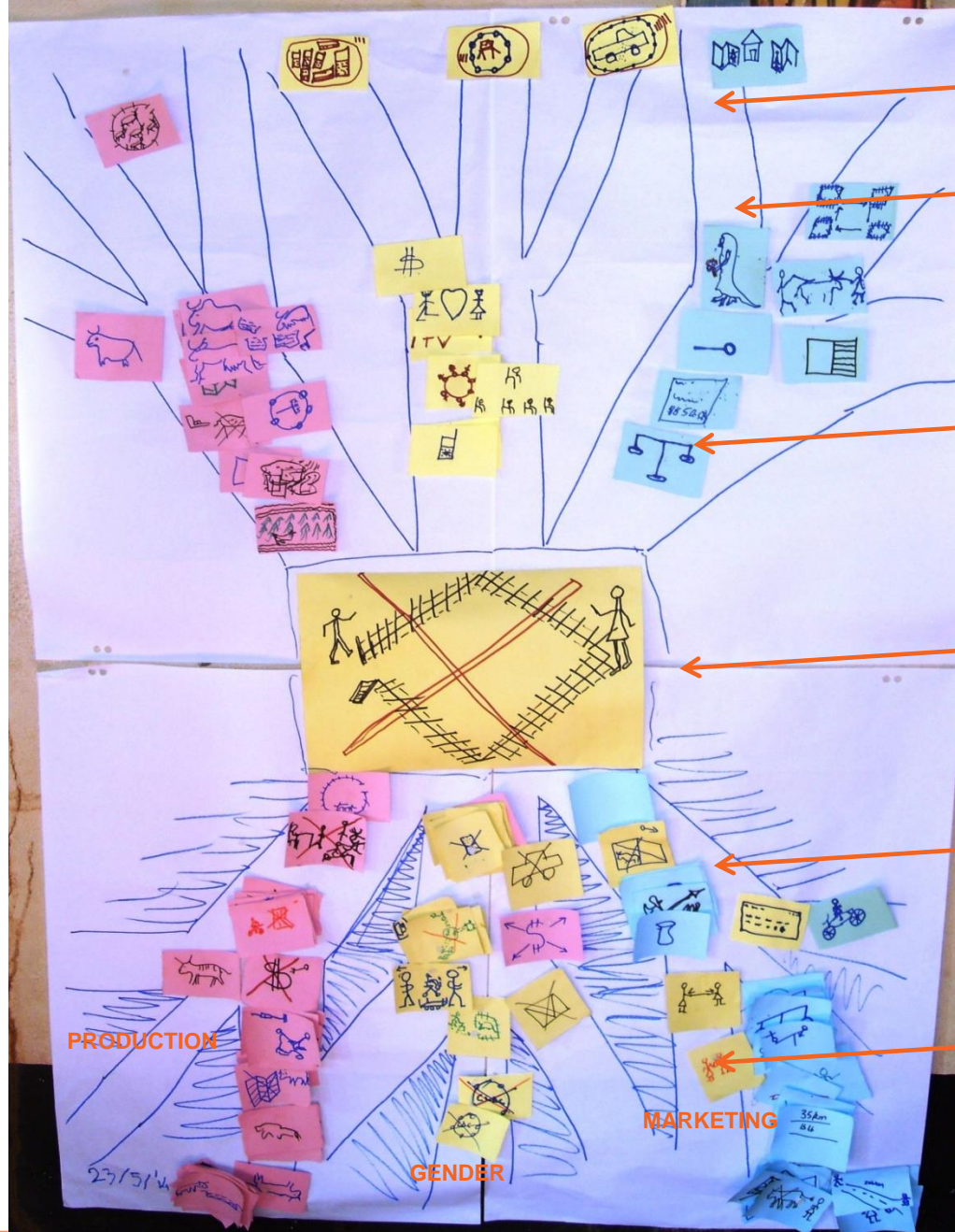
**STEP 5:
WHAT
CAN /
SHOULD I
CHANGE?**

Low prices,
few
customers,
no public
toilets

**STEP 3:
ADVANTAGES
AND
DISADVANTAGES**

**STEP 1:
HOUSEHOLD**

Community-public-private partnership: cattle auction



Step 4 Fruits: SMART action commitment by stakeholder groups

Step 3 Lateral branches: solutions that require one specific stakeholder group

Step 3 Main branches: solutions that require collaboration or partnerships between actors

Step 1 Trunk: symbol for win-win or for a collective challenge that multiple stakeholders face

Step 2 Main roots: challenges affecting multiple stakeholders. One root for issues related to Production, one for Gender, one for Marketing

Step 2 Lateral roots: challenges specific for one stakeholder

WEMAN 



Originating idea of reviving sales pen; sourcing of funds; developing an action plan; providing labour for construction of toilets, mending the holding pens, the weighing bay and building shades; providing security against vandalism and theft; mobilizing farmers to bring cattle for auction; carry out maintenance work.

The auctioneer as getting the lion's share followed by the District Council and the Livestock Department. Farmers committee got a meager proportion as also depicted by very thin hardly visible blue strip to the extreme left.

Trunk: challenge of failure of auctions symbolised by a broken circle and a crossed empty sales pen

District council granted farmers committee permission legitimizing investment and use of sales pens; mobilizing community for auctions; and processing and gazetting of livestock control bylaws

Livestock department compiling of Bills of Quantities for rehabilitation material; mobilizing community for rehabilitation and auctions; and supervising rehabilitation work

Veterinary-cattle inspection; and issuing
of movement permits

- **Police:** cattle clearance; and providing security against stock theft as well as at auctions

SAT GIZ partner facilitating auction learning visit; raffles to promote auctions; and establishing of feedlots for pen fattening

Commercial auctioneer conducting auction

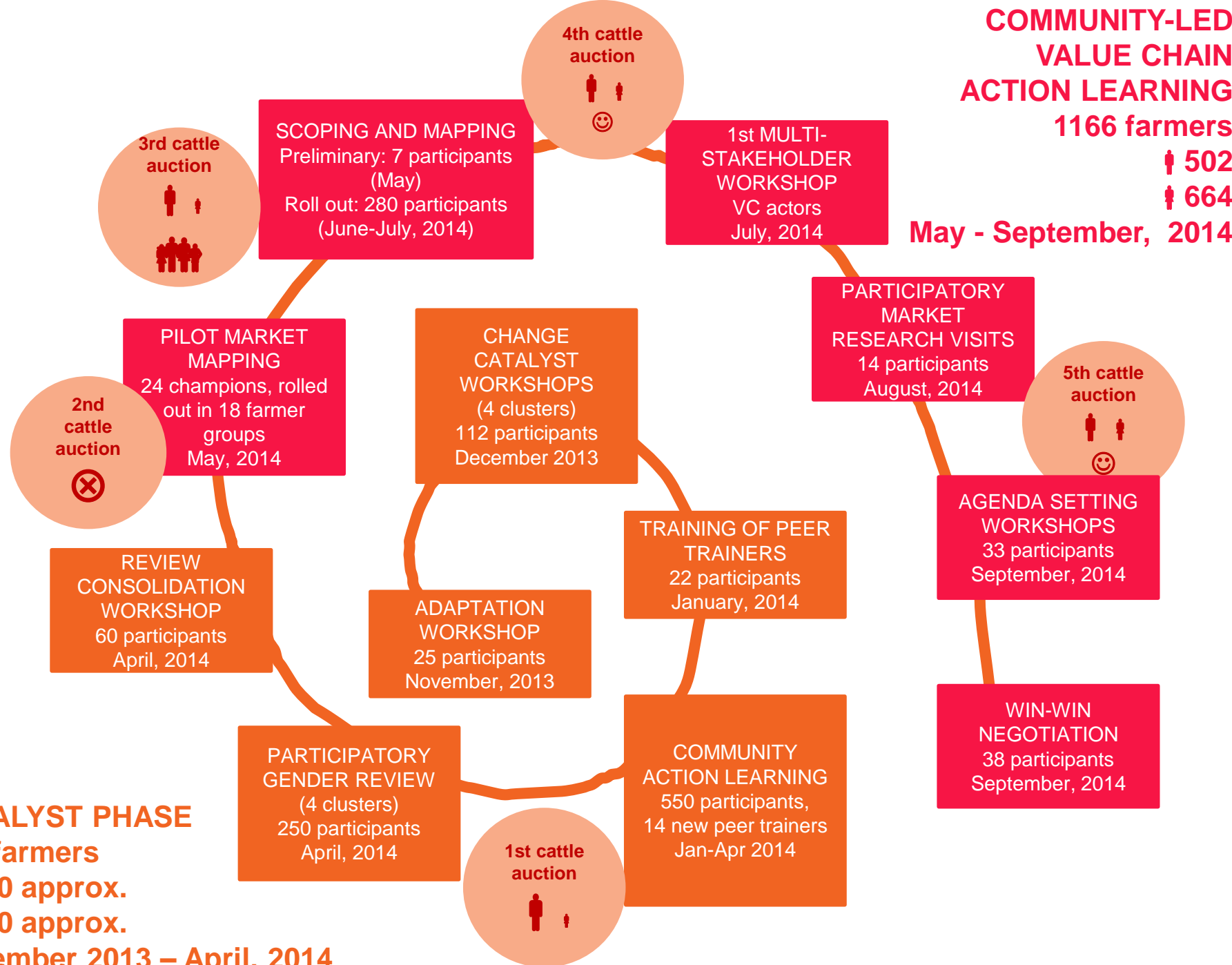
COMMUNITY-LED VALUE CHAIN ACTION LEARNING

1166 farmers

♂ 502

♀ 664

May - September, 2014



CHANGES

HOUSEHOLD / COMMUNITY LEVEL

Cattle ownership:

- Verbal will to secure control by women (56%)
- Adding name of women to stock card (17%)
- Women owning cattle in own right (23%)

Division of labour

- Complete sharing of domestic and productive work (70% of HH)
- Men started sharing productive work (7%)

Decision making: Decision making by men changed to joint decision making (65%)

Domestic violence: Before, 50% HH severe violence. This stopped in 90% of these HH

Polygamy: before, 288 men wanted to marry another wife. After, only 40

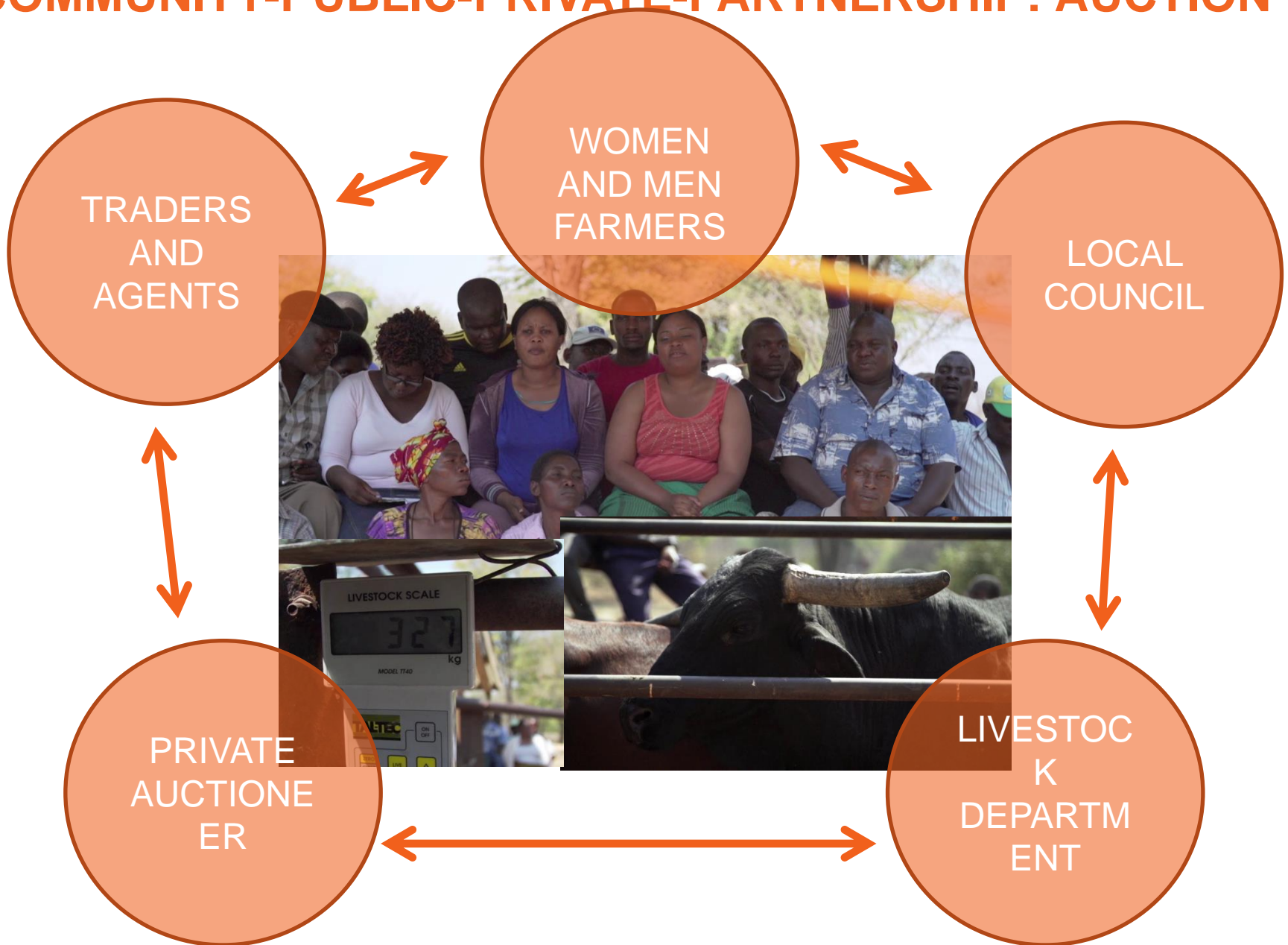


ENGAGEMENT OF PRIVATE SECTOR AND LOCAL AUTHORITIES



- Farmer organisation -> rehabilitation sales pen and farmer committee
- Local authorities supporting auction system
- Transactions by both women and men, increase quality and prices
- Buyers changing from ad-hoc buying on the spot to auction customers

COMMUNITY-PUBLIC-PRIVATE-PARTNERSHIP: AUCTION



LESSONS: WIN-WIN WITH P.S.

- Win-win can be negotiated in the advantage of marginalised actors
- Gender relations can change quickly
- Understanding gender and social issues -> understand weak linkages
- Concerted effort, challenge comfort zones

Addressing gender inequalities makes business sense:

- Benefits for farmers: higher prices; more control; invest in shared vision
- Benefits for traders: spending less on fuel; reducing risk of dying animals; better animals in less time
- Benefits for authorities: “our work is easier”: demand for services, control



SUCCESS FACTORS

- Building momentum for change
- Buyers see the business sense: clear link gender equality and efficiency
- Changes power relations between vulnerable communities, private and public actors for win-win development
- Ownership of cattle sales pen
- Industry benefits for reducing transaction costs and increasing competitiveness



QUESTION AND ANSWER

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