



# Value Chain Development, Gender and Women's Empowerment in Ghana

VAM Gender and Markets Study #1

2016-2017

The *Zero Hunger Challenge* emphasizes the importance of strengthening economic empowerment in support of the Sustainable Development Goal 2 to *double small-scale producer incomes and productivity*. The increasing focus on resilient markets can bring important contributions to sustainable food systems and build resilience. Participation in market systems is not only a means for people to secure their livelihood, but it also enables them to exercise agency, maintain dignity, build social capital and increase self-worth. Food security analysis must take into account questions of gender-based violence and discrimination in order to deliver well-tailored assistance to those most in need.

WFP's Nutrition Policy (2017-2021) reconfirms that gender equality and women's empowerment are essential to achieve good nutrition and sustainable and resilient livelihoods, which are based on human rights and justice. This is why gender-sensitive analysis in nutrition programmes is a crucial contribution to achieving the SDGs. The VAM *Gender & Markets Initiative* of the WFP Regional Bureau for West and Central Africa seeks to strengthen WFP and partners' commitment, accountability and capacities for gender-sensitive food security and nutrition analysis in order to design market-based interventions that empower women and vulnerable populations. The series of regional *VAM Gender and Markets Studies* is an effort to build the evidence base and establish a link to SDG 5 which seeks to *achieve gender equality and empower all women and girls*.

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## List of Acronyms

ADP	African Development Bank
ADVANCE	Agricultural Development and Value Chain Enhancement
AEAs	Agricultural Extensions Agents
CFSVA	Comprehensive Food Security and Vulnerability Assessment
CGIAR	Consultative Group for International Agricultural Research
CO	Country Office
DFATD	Department of Foreign Affairs, Trade and Development
EFSA	Emergency Food Security Assessment
ENVAC	Enhanced Nutrition and Value Chains project
FBO	Farm-Based Organizations
GADS II	Gender and Agricultural Development Strategy II
GCAP	Ghana Commercial Agriculture Project
GIF	Gender Innovation Fund
GRN	Gender Results Network
IFPRI	International Food Policy Research Institute
METSS	Monitoring, Evaluation and Technical Support Services
MoFA	Ministry of Food and Agriculture
MoGCSP	Ministry of Gender, Children and Social Protection
P4P	Purchase for Progress
RBD	Regional Bureau for West and Central Africa
SBCC	Social and Behavioural Change Communication
SRID	Statistical Research and Information Directorate
UNDP	United Nations Development Programme
UNICEF	United Nations International Children's Emergency Fund
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
VAM	Vulnerability Analysis and Mapping team
WEAI	Women's Empowerment in Agriculture Index
WFP	World Food Programme
WIAD	Women in Agricultural Development

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# Executive Summary

The Vulnerability Analysis and Mapping (VAM) unit of the World Food Programme (WFP) Regional Bureau for West and Central Africa (RBD) launched a regional Gender and Markets initiative to reinforce the collection and analysis of gender-based data on the roles, challenges and empowerment of women and men in markets in nine West African countries.

Ghana represents an example of comparatively stronger gender equality and living conditions for women in this region and, as such, it is well-positioned to influence a new market-based and gender-responsive approach to the Enhanced Nutrition and Value Chains (ENVAC) project, set to be launched in 2016-2017 by the country office. The ENVAC project expands on the Purchase for Progress (P4P) Initiative in Ghana, and like P4P, it focuses on women's empowerment and gender equality with the objective of connecting local small-scale processors with consumers to improve local processing capacity and increase the availability of nutrient-rich local flour blends.

This report is organized around the 5 standard research themes that are the object of this study:

- 1. The roles and responsibilities of women and men in agricultural value chains.** Agricultural commodities in Ghana are traditionally produced and traded by women. Men participate in value chains at the point where more capital and resources are required and profit margins are higher. The informal food markets in legumes (soybean, cowpea) and cereals (millet) –products relevant to ENVAC– are dominated by women when it comes to small-scale production, transformation and trade, while men dominate the wholesale trade. But even for commodities traded mostly by women, profits tend to go to the male head of household and male value chain actors tend to enjoy greater profits than their female counterparts. In formal markets such as supermarkets women can only play a greater role through participation in farm-based organizations (FBOs).
- 2. Specific challenges and constraints for women in agricultural value chains.** Women and men generally face the same challenges and constraints in the agricultural value chain, though these tend to be more exacerbated for women than for men. Key constraints for women entering, operating and expanding within agricultural value chains relate to insufficiencies in (i) capital (including land ownership), (ii) access to credit and financial services (in part due to limited or lack of capital), (iii) skills and knowledge in agro-technology, (iv) extension services, (v) access to labour, storage facilities and, primarily for aggregators, (vi) transportation infrastructure. Gender disparities are clearly observed through the comparative advantage men enjoy over women at most stages of the agricultural commodity value chain.
- 3. Gaps and challenges in gender analysis and tracking women's empowerment.** WFP VAM assessments conducted in Ghana rarely include sex and age disaggregated data or gender analysis. Whenever these specificities happen to be taken into consideration, it is in a limited manner and they do not compel programmatic recommendations to address gender-based or age-related issues. The 2016 Ghana Emergency Food Security and Market Assessment (EFSA) is an exception as it received direct gender technical support from RBD throughout the assessment process, resulting in a strong gender-sensitive evaluation of market dynamics. But even so, the focus of primary data collection on physical marketplaces and gaps in the collaboration between the VAM team in Ghana and other concerned Programme teams remain challenges for WFP.

At the government level, there are obvious gaps between strategic objectives and gender analytical capacity. Although gender equality and women's empowerment are acknowledged as part of government's goals, they are overshadowed by the lack of adequate tools and standards necessary for assessing and monitoring indicators.

4. **Role of market-queens in high-value food commodity supply, distribution, and pricing.** Market queens in Ghana are powerful actors who exercise control over several stages of the small-scale agricultural value chain, as well as in cross-border trade. They manage suppliers, transporters, wholesale and in-market purchases and sales of agricultural products, and decide and set market prices daily.

Market queens have the power to function as market regulators by manipulating prices using supply-side control. The key disadvantage is that market queens are able to create artificial commodity shortages to increase the price of their product and thereby increase their profit margins. Market queens can thus pose a direct threat to official market structuring and regulations, where informal market systems such as theirs constitute a serious economic hindrance for the country. Conversely, because market queens play a critical role in the movement of fresh produce from farms to markets, they are potentially valuable partners for value chain development activities.

5. **Programmatic solutions and value-added opportunities for women in associated markets.** Following the Framework validation and application in ENVAC, the WFP Ghana Country Office (CO) VAM team and CO Gender Results Network (GRN) members should share this tool with partners and request feedback on its usability in their Programmes. They should also be key actors in achieving the following objectives, with the support of RBD VAM and its Programmes and the HQ Gender Office.

- **Improve gender analysis and reporting capacity among VAM and Programmes staff**

To support the ENVAC team, the "Gender Analytical Framework for Assessing Value Chains" (referred to as "Framework" hereafter) was developed as the key output of this study. This tool is informed by identified gaps and responds to the particular assessment and monitoring approach planned for the ENVAC. The Framework will be presented and finalized at an inception workshop to be conducted by the ENVAC team in Accra with key stakeholders and partners.

- **Adapt to support Humanitarian Programme Cycle**

At the regional and global levels, the proposed framework and research contained in this case study should be promoted as an analytical model to support preparedness, and recovery and rehabilitation stages of the Humanitarian Programme Cycle. This should minimize the need for emergency response and support early recovery through resilience-oriented and market-based activities, such as ENVAC.

- **Establish internal route(s) of communication of gender-sensitive information**

Within WFP, a standard route of communication should be established between programmes and VAM to clearly communicate to VAM gender-related information needs before an assessment is conducted. This route would also be used by VAM to share findings before an intervention is designed.

- **Promote adoption of Framework at government level to ensure sustainability**

At the government level, efforts should be taken to work collaboratively towards developing government capacity by using the Framework and adapting it as necessary to collect, analyse and report on key gender figures in markets and value chains.



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