Gender and Social Targeting in Breeding

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What’s ahead

Why gender and social targeting?

A marketing approach

Data needs and methods

A Gender Plus customer profile

Why gender and social targeting?

- A mixed record on adoption: for 20 crops in SSA, mean adoption rate of improved varieties is 35% of area planted, with 2 in 3 crops below 35% (Walker et al, 2015: 388).

- Adoption rates vary between different groups of poor people – e.g. women and households in marginal areas

- Why?
  - Supply-side explanations?
  - Mismatch between supply and demand?
  - Public-sector breeding programmes need better information about their customers
Targeting in the breeding cycle
## A marketing approach: three concepts

<table>
<thead>
<tr>
<th><strong>Market segment</strong></th>
<th>A group of producers with homogeneous trait preferences for a breeding product, taking into account the gender differentiation of preferences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target segment</strong></td>
<td>A market segment selected to be the customers of a breeding program. A target segment may be male, female, or mixed male and female depending on the importance of gender differences for segmentation.</td>
</tr>
<tr>
<td><strong>G+ Customer profile</strong></td>
<td>A set of demographic, behavioral, and geographic attributes with a gender dimension, associated with a target segment.</td>
</tr>
</tbody>
</table>
### Segmenting: “Big Data” and methods

<table>
<thead>
<tr>
<th>Dataset</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>Spatial Production Allocation Model (SPAM):</strong></td>
<td>data for 42 crops (area harvested, physical area, production, and yield) for rainfed and irrigated environments (global).</td>
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<tr>
<td><strong>WorldPop:</strong></td>
<td>data on human population counts and densities (global).</td>
</tr>
<tr>
<td><strong>Demographic and Health Surveys (DHS):</strong></td>
<td>data on population, health, HIV, nutrition (90+ countries).</td>
</tr>
<tr>
<td><strong>Famine Early Warning System (FEWS):</strong></td>
<td>provides data on livelihood zones based on agro-climate, land cover, market access, sources of food and livelihood strategies (30 countries in SSA).</td>
</tr>
<tr>
<td><strong>Living Standards Measurement Survey-Integrated Surveys on Agriculture LSMS-ISA:</strong></td>
<td>provides data on expenditure, crop production, crop management, labour and time allocation, input use, resources, and animal holdings at household/plot levels (8 countries).</td>
</tr>
<tr>
<td><strong>Women’s Empowerment in Agriculture Index (WEAI):</strong></td>
<td>data on empowerment, agency, inclusion of women (19 countries).</td>
</tr>
</tbody>
</table>
Targeting: data and methods

Qualitative methods
Representative, so can read across to target segments
Eg. Gendered trait preferences for cassava in Nigeria:
- sample frame for the national census.
- 625 villages, 20 randomly selected (5 per geographical zone) for FGDs separately with women and men

<table>
<thead>
<tr>
<th>Geographical Region</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
</table>
| **Southwest**       | Easy to peel (1<sup>st</sup>)
Other processing (e.g., makes good gari) (2<sup>nd</sup>)
High yielding (3<sup>rd</sup>)
Early maturing (4<sup>th</sup>) | High yielding (1<sup>st</sup>)
Early maturing (2<sup>nd</sup>)
Stores well underground (3<sup>rd</sup>)
Controls weeds (4<sup>th</sup>)
Ready market (5<sup>th</sup>) |
| **North**           | Easy to peel (1<sup>st</sup>)
High yielding (2<sup>nd</sup>)
Nontoxic (3<sup>rd</sup>)
Stores well underground (4<sup>th</sup>)
Other processing (e.g., makes good gari) (5<sup>th</sup>) | Early maturing (1<sup>st</sup>)
Insect resistant (2<sup>nd</sup>)
High yielding (3<sup>rd</sup>)
Access to market (4<sup>th</sup>) |
# Gender Equality in the Market Segment

## New Breeding Products

<table>
<thead>
<tr>
<th>Existing gender relations</th>
<th>New (more equal) gender relations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1: New products target improved relevance under existing gender relations</td>
<td>Option 2: New products that change (increase equality of) gender relations</td>
</tr>
<tr>
<td><em>Eg. A maize variety that is easier to pound</em></td>
<td><em>Eg. An improved breed of chicken for rearing and sale at household level</em></td>
</tr>
<tr>
<td><em>G+ support services for women rearing chickens</em></td>
<td></td>
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</tbody>
</table>

## Approach to Gender

<table>
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<tr>
<th>Functional</th>
<th>Transformative</th>
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</table>
A G+ customer profile

A gendered, socio-economic analogue of a product profile

A portrait of a target group in terms of:

- geographic location (area planted), size (number of growers)
- socioeconomic indicators, such as assets, income, and production constraints
- specific trait preferences and the reasons for these preferences
- gender roles production, sale, and processing

Personalize the customer profile by constructing a persona
Thank You!