

# Why isn't "gender" just about impact?

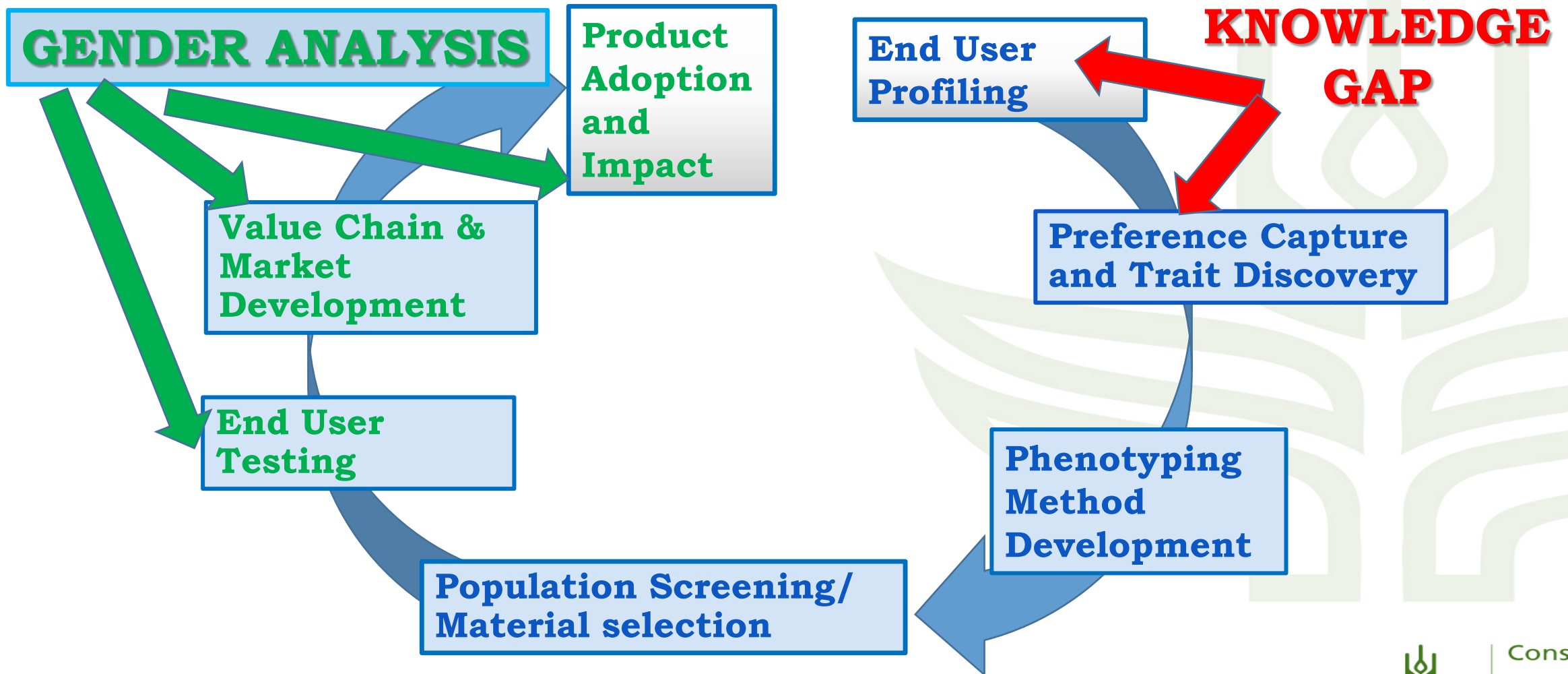
Jacqueline Ashby, Senior Advisor, CGIAR Consortium.

**Transformational gender approaches  
in legume research and development**

***Sustainable Grain Legume Systems for Food, Income and  
Nutritional Security in a Rapidly Changing Climate.***

**2 March, 2016**

# Attention to gender is concentrated in the late stages of product development: e.g. breeding cycle



# KNOWLEDGE GAP

**We still lack a comprehensive picture of gender-differentiated preferences for varietal traits and their relative importance**

**Case studies of localized preferences:**

**what are widespread preferences versus cultural- or location-specific ones?**

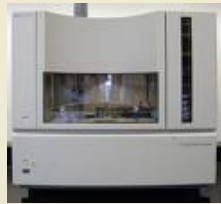
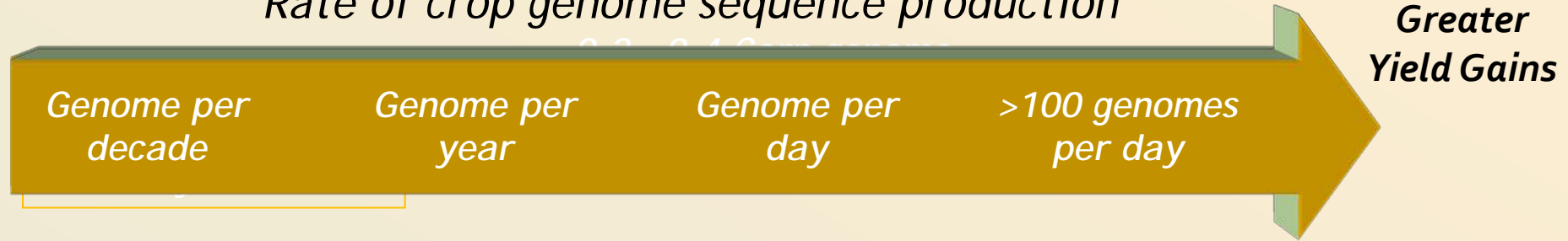
**Lists of gender-differentiated preferences:**

- **Likely impact? E.g. what is the likely impact on welfare of labor saved by a faster cooking bean?**
- **Relative importance?**
- **How do male or female users make trade-offs between preferred traits?**
- **Priorities?**



# BACKGROUND TO THE KNOWLEDGE GAP : Revolution in Future Breeding and Biotech Innovation

*Rate of crop genome sequence production*



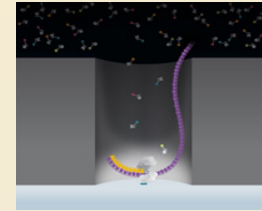
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2001-2007



- Roche 454
- Illumina
- SOLiD (Life Technologies)
- Helicos
- Pacific Biosciences

2007-2014



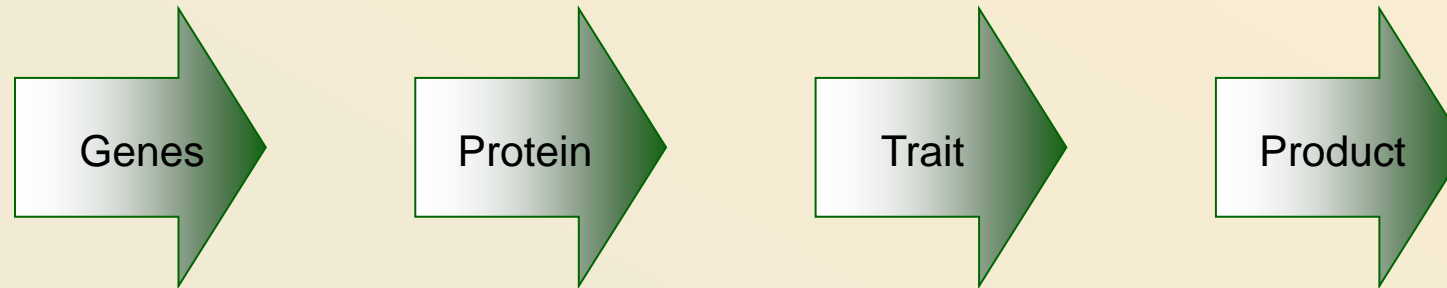
- Roche 454
- Illumina
- SOLiD (Life Technologies)
- Helicos
- Pacific Biosciences
- Oxford Nanopore (Illumina)
- Ion Torrent

2014-2020



*Rate of novel gene & allele discovery*

# Expanding opportunities to target products more precisely to increase gender relevance



**Genes provide the foundation of new products for farmers: but what are the priority, most gender-responsive products?**



Yield  
Tolerance to drought  
  
Flowering time?  
Low soil P tolerance?  
High sugar content?

Quality – taste, texture,  
cooking time etc.  
Storage



# Diversity

- Male and female preferences overlap
- Women with different resource endowments don't have the same preferences

**Only differentiating women's preferences from men's is misleading**

**Private enterprise confronts the diversity challenge by prioritizing market segments (customers), profiling and targeting them**



# Inequality

**Gender inequality makes poverty worse.**

**Technology choice is constrained by who controls resources**

**e.g who controls the use of time freed up by labor-saving innovations ?**

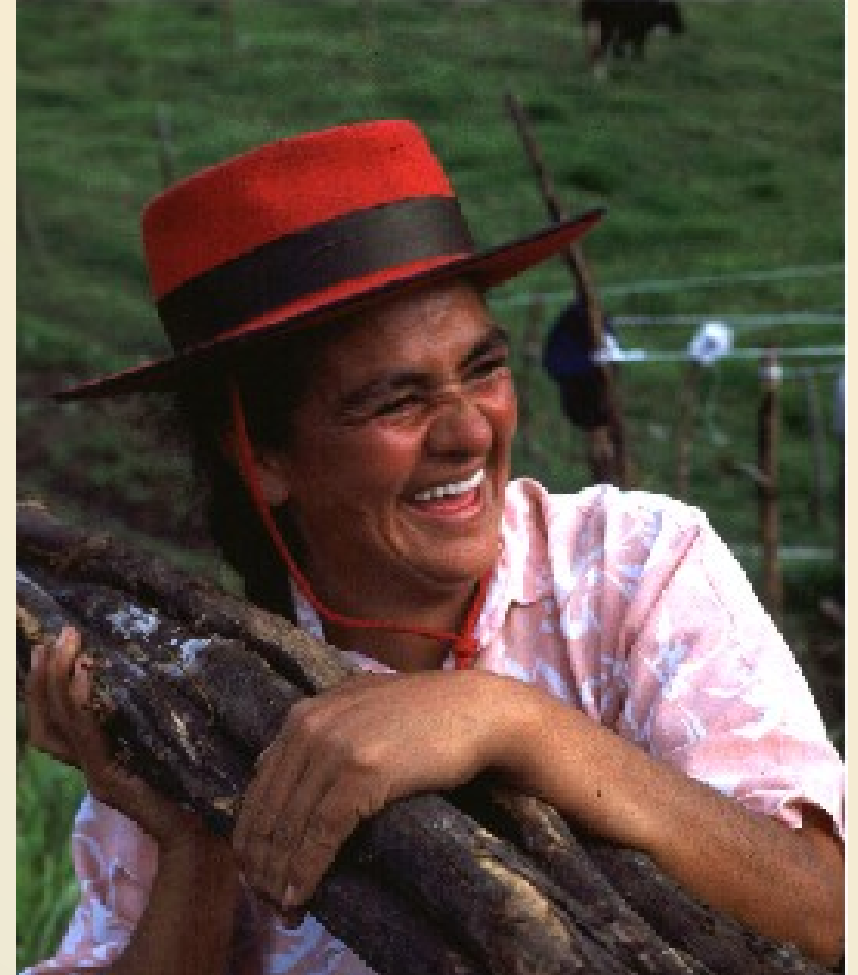


Consortium

# **Gaining more control over resources: e.g. co-development of products with men and women end users, Honduras case**

## **Participatory plant breeding (PPB) and varietal selection (PVS)**

- **Can enhance women's status  
and control over resources**
- **Enables end-users to  
contribute actively to early  
stages of product development**
- **This speeds up adoption**
- **And contributes to  
empowerment**





# **Influential feedback from gender analysis to the early stages of product development requires harmonization of methods and approach**

## **Adoption and Marketing Surveys:**

**share standard modules for collecting sex-disaggregated data so these data can be pooled for end-user profiling**

**Harmonize PVS and PPB approaches to inform preference capture: ensure data are easy to compare or pool.**

**Ex-ante impact analysis, choice experiments: estimate likely pay-off to different traits; inform prioritization**



# Opportunities for social & gender analysis

