

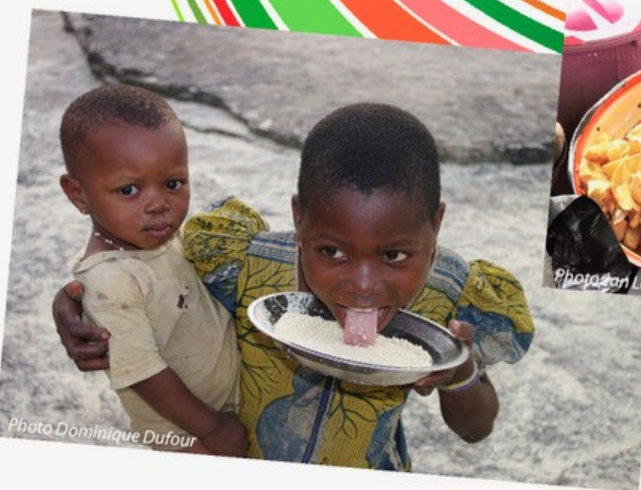


Assessing Gender Impact for the WP1 Food Product Profiles Using adapted G+ tools

Speaker: Jacqueline Ashby, Independent Consultant - Support from Lora Forsythe, Natural Resources Institute

The logo for RTB foods, with 'RTB' in green and 'foods' in pink script, set against a background of colorful diagonal stripes.

RTB foods



Assessing Gender Impact for the WP1 Food Product Profiles Using adapted G+ tools

5 November 2021

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This presentation has been written in the framework of RTBfoods project.

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Ethics: The activities, which led to the production of this document, were assessed and approved by the CIRAD Ethics Committee (H2020 ethics self-assessment procedure). When relevant, samples were prepared according to good hygiene and manufacturing practices. When external participants were involved in an activity, they were priorly informed about the objective of the activity and explained that their participation was entirely voluntary, that they could stop the interview at any point and that their responses would be anonymous and securely stored by the research team for research purposes. Written consent (signature) was systematically sought from sensory panelists and from consumers participating in activities.

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Outline



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- G+ food product profile tool
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 - Let's get beyond simple preferences : Example
 - Step 1 in the tool- information
 - Step 2 in the tool – analysis
 - Step 3 in the tool – score interpretation

RTBfoods proposal (January 2017)



“Main objective... is deploying RTB varieties that meet user-preferred quality traits to increase the adoption and impact of improved RTB varieties....”

“....RTB Breeders develop user informed variety profiles, after receiving this information from WP1, and implement demand-led and gender responsive breeding priorities.....”

Background



- A gender assessment of the characteristics listed in the WP1 Food Product Profile will be conducted with an adaptation of the [G+ Product Profile](#) developed by the **CGIAR RTB programme's Gender and Breeding Initiative**, in a new tools to be called the G+ Food Product Profile
- This will assess food product-related characteristics - agronomic, processing and product-related descriptors, attributes and criteria required for a high-quality crop and/or product.
- The aim is to inform what characteristics are included in the final WP1 Food Product Profile.

WP1 Food Product Profile



Phase 1: Prepare a summary report
- 1.5 days

Phase 2: Convene a multidisciplinary
'Design Team' to agree on a first draft of
the Profile - 1 day

Phase 3: Apply the Gender and
livelihoods (G+) assessment and
finalise - 1 day

= 3.5 days



<https://99designs.co.uk/logo-design/contests/nutshell-13096>

Recommended adaptations of the G+Tool from the Gender Working Group

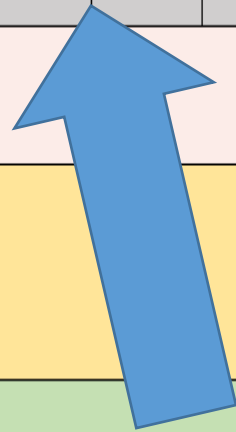


- Focus on *characteristics* of crops and *products* for raw material, during *processing*, preparation and consumption
- Emphasise the importance of characteristics for products associated with *home consumption* and market sale
- Give weight to characteristics that are associated with using less resources
- Simplify questions, changing order to emphasise positive benefits, population

Core elements of the WP1 food product profile to be extracted from our research

- All sensory, processing, agronomic characteristics (high and poor quality)
- ‘indicators’/descriptors
- ‘Good’ and ‘inferior’ varieties
- Quantitative diagnostics
- **Gender and livelihoods information**

Characteristic category	High quality characteristics	Indicator of characteristic	Drivers	Customer	Preference group	Priority 1. "must <u>have</u> " 2. Niche opportunity 3. <u>Added-value</u> 4. Winning trait	Gender impact scores (G+)		Good, high equality varieties	Evidence
							<u>Do no harm</u> Score	<u>Positive benefits</u>		
1. Raw material characteristics (agronomic, post-harvest)										
2 Processing characteristics of raw material for the product quality during processing (technological, physicochemical)										
3 Characteristics of raw final product (to look at, touch, smell, taste, texture in mouth)										
4 Characteristics of cooked/ready to eat final product (to look at, touch, smell, taste, texture in mouth)										



G+ Food Product Profile tool

TOPICS

- What are the G+ tools for?
- Let's get beyond simple preferences : Example
- Step 1 in the tool- information
- Step 2 in the tool – analysis
- Step 3 in the tool – score interpretation

What are the G+ tools for?

Plant breeding teams need a practical input from gender analysis that can be used for making decisions about the “who” and the “what” for variety design.

G+Tools are decision-support tools that provide steps for organizing the information needed to discern:

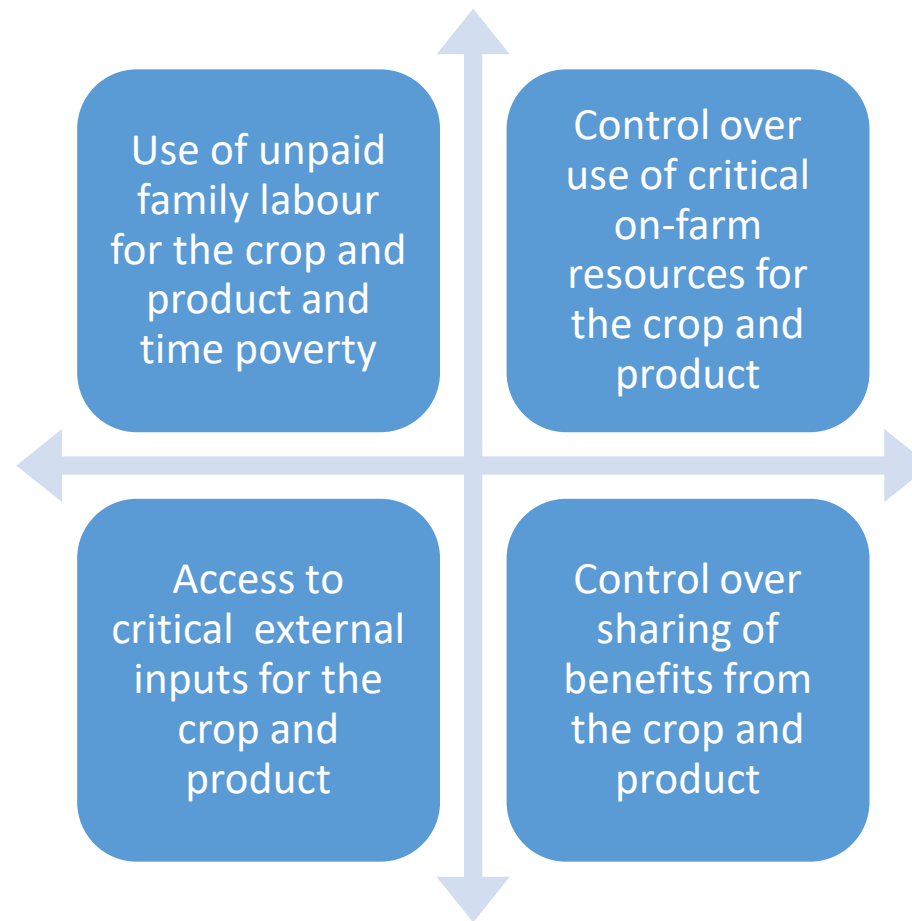
- **Stop**: there's a risk of overlooking an important gender inequality
- **Take care** – there are ambiguous gender inequality outcomes
- **Go**- a gender-neutral or beneficial outcome is possible

What can you use the G+ Tools for?

After using the **G+ Product Profile**, you will have flagged the gender implications of each product characteristic

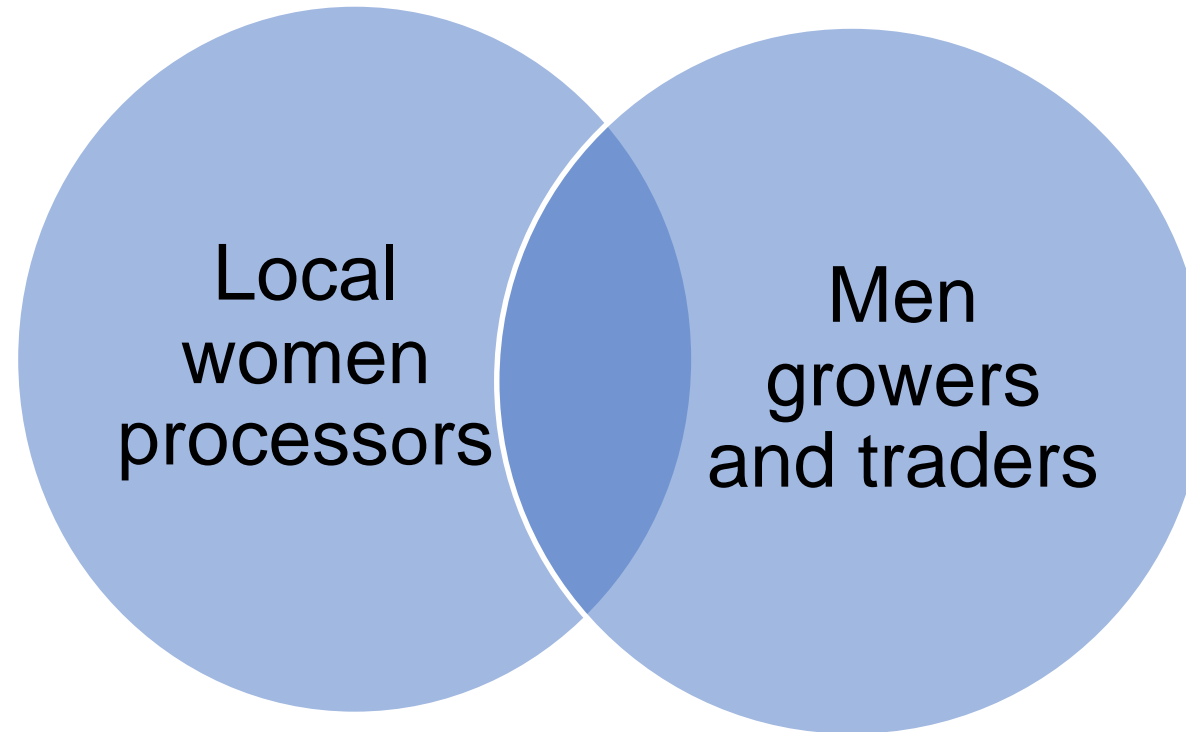
- **Characteristics to avoid if you don't want to risk making gender inequalities worse**
- **Those to include if you'd like to maximize your chances of making women better off, as well as men**
- **Those that involve a trade-off from a gender perspective**
- **Those that don't have any evident bias in favor of women or men (gender-neutral).**

Four aspects of gender equality assessed

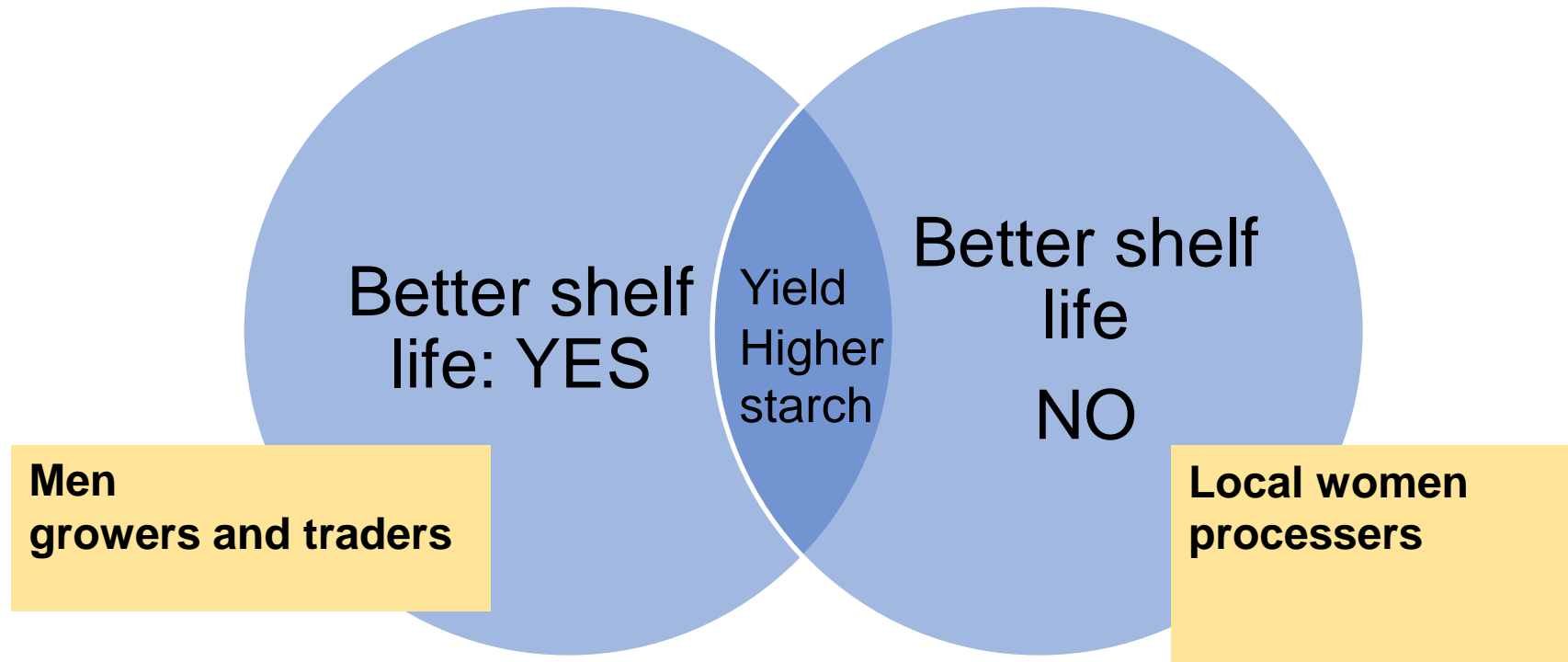


Gender inequalities underly trait preferences: example 1.

Cassava
in one
region
of
Nigeria

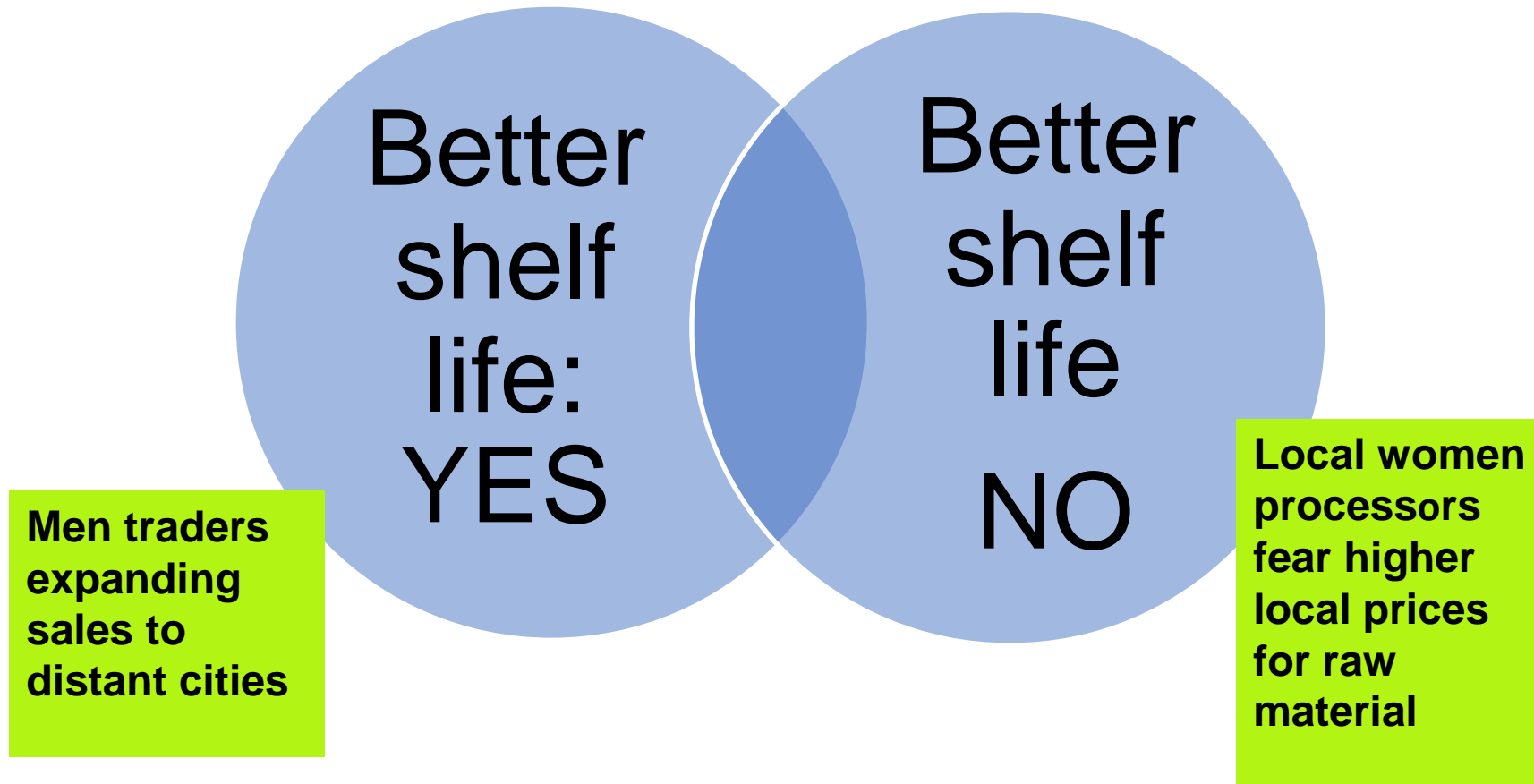


Different groups have common and competing preferences



What reasons might there be for this difference?

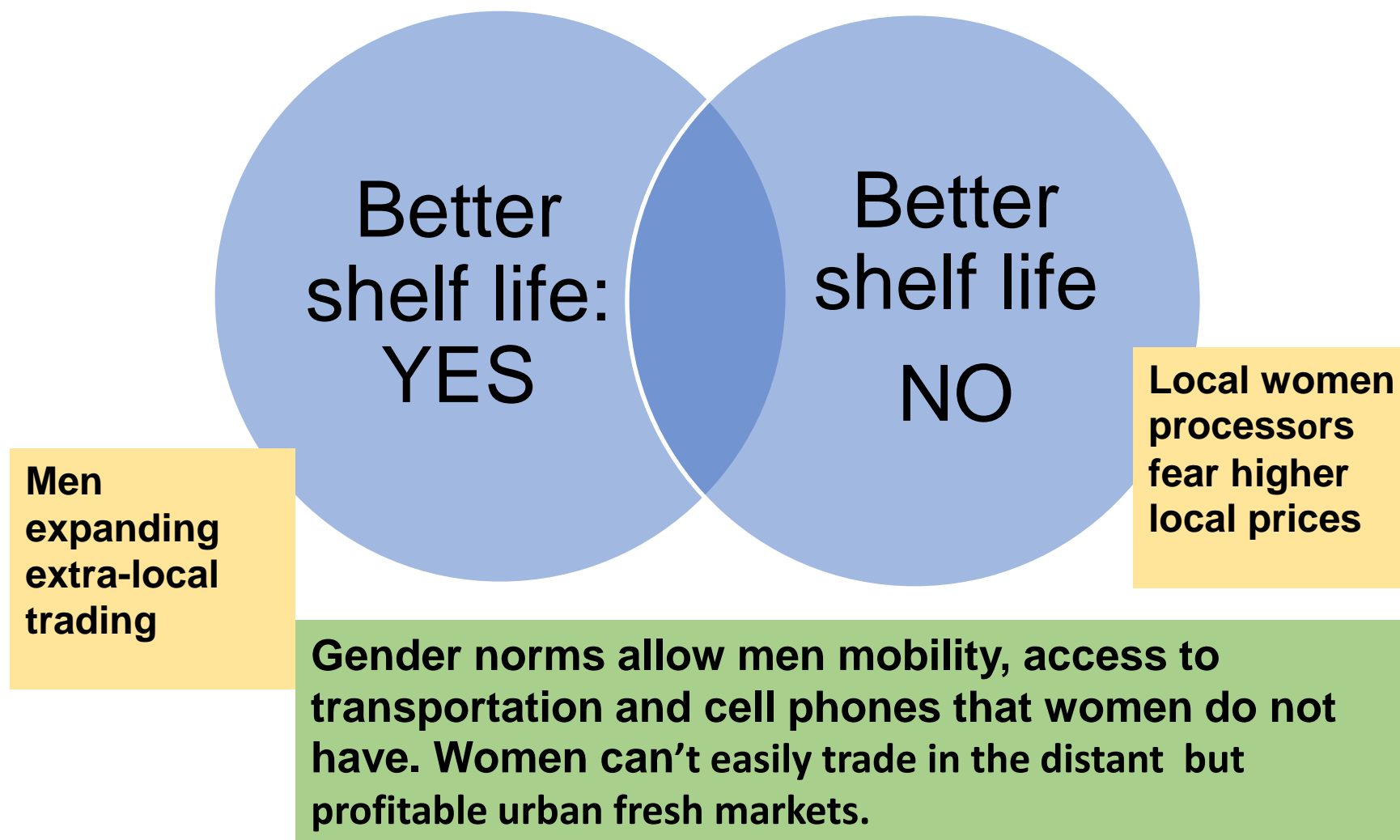
What is the underlying gender inequality?



Underlying gender inequality?

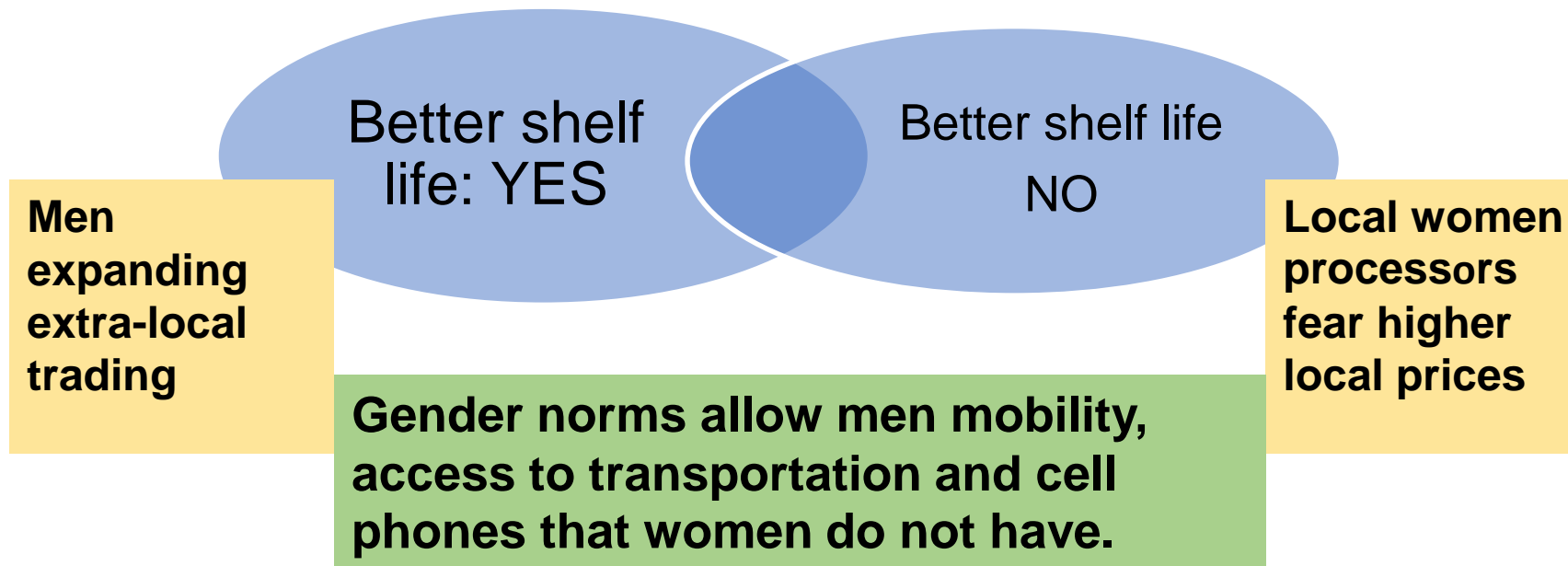
Unequal access to critical inputs.

BUT ...what can breeding do to be gender -responsive?



How can breeding respond to underlying gender inequality?

In this situation, breeding could find out what improvement of the crop is a priority for local women processors.



Steps in the G+ Food Product Profile tool for RTBfoods



Information

Proposed Food
Product Profile
Gender Gap
Analysis
Trait Preferences

WP1 studies
WP1 draft food
product profile

Analysis

For each
characteristic:
::

Do No Harm
Analysis
Positive Benefit
Analysis

Scoring

Score gender
impact for a Food
Product
characteristic

Enter score for
characteristics in
WP1 Food Product
Profile template

Information : define who and what.

MUST know who the customer is
= a well-defined customer segment

MUST have an initial idea of the product and its characteristics
= ideally from a product profile



Assess each product characteristic
using the G+ questionnaire. Add
characteristics important from a
gender perspective



To complete the G+tool Questionnaire (12 questions)

- You need an analysis of gender relations in the customer segment that give you insight into the 4 dimensions of gender inequality in agriculture
- It's desirable to have some information on sex-disaggregated trait preferences. You can use this to check conclusions from the gender analysis

– these data are available from RTBfoods WP1 studies

Information

- The G+ tool's questionnaire is worded for an assessment from the generic perspective of "women"
- You can substitute men for women in the questionnaire. Or any other category of customer you think is relevant for gender analysis
E.g. "small-scale processors who are mainly women"

Analysis

Complete the G+ Product Profile questionnaire for do no harm and positive benefits.

The questionnaire asks for an evidence-based **judgment**, ideally made by a social scientist and a breeder or food scientist working together, in response to 12 questions.

The questionnaire is applied to each characteristic that is proposed for the Food Product Profile.

Steps in the G+ Food Product Profile tool for RTBfoods

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product profile

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For each
characteristic:
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der impact for a
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characteristic

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Analysis (“Do NO harm”)



The questionnaire for “Do No harm” queries likely effect of the product characteristic on:

- "drudgery" – use of unpaid labour
- displacement of activities or control of productive resources
- access to inputs
- control over benefits.

And includes:

- A check for negative trait preferences

Question 1, Do No Harm – drudgery

Question	Response		Score	Justification: explanation narrative for the score with cited evidence
1. Does the characteristic involve a harmful increase of unpaid labour for women producers, processors OR consumers, in the targeted consumer segment? <i>Includes labour for production, processing and food preparation labour, for sale or home use</i>	-2	Increases women's unpaid labour significantly		
	-1	Increases women's unpaid labour moderately		
	0	No increase in women's unpaid labour		
	!!!	Warning signal: not enough information available to score		
	NA	Not applicable		

Question 1 - Example of trait preferences affected by increased drudgery

Women in Ethiopia objected to modern short-straw sorghum varieties that would increase their work load (Mulatu and Belete 2001). In East Africa, maize adoption lagged because women objected to hard-dent maize varieties that were difficult to grind and so increased their workload (Ashby and Polar 2019). In West Africa, women were critical of NERICA rice because it increased their field labor in weeding and bird scaring (Lodin 2012).

Analysis

Record data quality issues. If there is lack of data, questionable representativity or any other issues, this must be recorded.

You can use a first iteration of the tool to detect if and where you are short of evidence.

Provide a narrative explanation of the judgement for given characteristics to aid interpretation or results by all users.

There is space for this in the adapted G+ guidance and WP1 Food Product Profile template.

“Positive benefits” analysis

The questionnaire for “Positive benefits” analysis queries likely effect of the characteristic on:



- reducing “drudgery” - unpaid labour input
- Increasing activities for own income generation
- Increasing control over products.

And includes:

- A check for positive trait preferences

Analysis (“Positive benefits” - Employment)

Question		Response	Score	Justification: explanation narrative for the score with cited evidence
8. Can the characteristic maintain or increase waged employment or income-generating activity that benefits women as producers, processors OR other role, in the targeted consumer segment? <i>Such as hired labour on or off-farm, or in agro-enterprise</i>	+2	Increases or maintains women’s employment with significant gain in women’s own income		
	+1	Increases or maintains women’s employment with moderate gain in own income		
	0	No significant increase for women		
	NA	Not applicable		
	!!!	Warning signal: not enough information available to score		

Another example from G+ report
 In Malawi, women who sell leaf sauce in the local market valued positively the edible leaves of cowpea and cassava (Chiwona-Karlton et al. 1998; Kitch et al. 1998). In Nigeria, women who processed cassava foods (gari, fufu and abacha) prioritized traits important for these products: sweetness, low in fiber, low in moisture, easy to peel, suitable food color (cream when toasted into gari and white when processed into fufu and abacha).

Steps in the G+ Food Product Profile tool for RTBfoods

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Gender Gap
Analysis
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WP1 studies
WP1 draft food
product profile

Analysis

For each
characteristic:

::

Do No Harm
Analysis
Positive Benefit
Analysis

Scoring

Score gen
der impact for a
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Enter score for
characteristics in
WP1 Food Product
Profile template

Scoring Guide

Scoring procedure parts 1 & 2: "do no harm"

Follow the scoring guide provided at the bottom of the scoring matrix template:

Steps 1&2 One item scored -2 or two items scored -1 based on questions 1-4 in part 1 is sufficient to decisively conclude "reject" Enter -2 in the "do no harm" column of the product profile. This signals a definite need to weigh the potential for a harmful outcome in trait prioritization.

If you have scored -2, no further scoring is required for "do no harm".

Step 3 If all items in Part 1 are zero or only one item in part 1 is scored -1, then scoring will check what has been learned from the negative preference evaluations in part 2

Step 4 If all items in Part 1 and Part 2 are zero, this is decisive for concluding "neutral". Enter 0 in the "do no harm" column of the product profile.

If you have scored 0, no further scoring is required for "do no harm".

Step 5 If the majority of men and women agree on a negative valuation, this is decisive for concluding "reject" Enter -2 in the "do no harm" column of the product profile.

If you have scored -2, no further scoring is required for "do no harm".

Note: Agreement of men and women for a negative valuation for the trait is given more weight than a zero derived from questions 1-4 because it suggests a strong likelihood of low acceptance of the trait by all producers in the target customer segment. It also suggests revisiting the **gender gap analysis** that may have missed something about the trait that is of significance to most men and women in the target customer segment.

Step 6 If a majority of women in the target customer segment express a negative evaluation, even if most men do not agree, or if men's opinions are unknown, this is decisive for concluding "avoid or amend". Enter -1 in the "do no harm" column of the product profile.

If you have scored -1, no further scoring is required for "do no harm".

Note: Changes in production introduced by breeding may need to be accompanied by another innovation, e.g. small threshers. Thus, identifying a trait with a negative gender impact might not be a reason to avoid it, but rather signal the need for mitigation by ensuring that the release of the variety is accompanied by a complementary innovation.

- "Avoid or amend" signals the importance of considering whether breeding objectives need adjustment to meet women's needs and preferences. If a majority of women express a negative valuation for the trait, this is given more weight than a zero derived from questions 1-4 because it suggests that the gender gap analysis has missed something about the trait that is significant to most women in the target customer segment.

Scoring Procedure parts 3&4: positive benefit

Part 3 of the scoring matrix covers the "gender benefit" questions 7-9.

Part 4 covers positive preferences of women and men with respect to the trait from questions 10, 11 and 12.

Follow the scoring guide provided at the bottom of the scoring matrix template:

Steps 1&2 Any item scored +2, or more than one item scored +1, based on the questions in Part 3 is decisive for concluding "required" Enter 3 in the positive benefit of the product profile. This signals that the trait should be prioritized because it is probably of high value to women in the target customer segment.

If you have scored 3 here, no further scoring is required for positive benefit.

Step 3 If all items in Part 3 are zero or only one item is scored +1, then the scoring will check what has been learned from the positive preference evaluations in Part 4.

Step 4 If all items in Parts 3 and 4 are zero, this is decisive for concluding "neutral" Enter 0 in the positive benefit column of the product profile. The interpretation is that the analysis has detected no issue related to gender equity.

If you have scored 0 here no further scoring is required for positive benefit

Step 5 If the majority of men and women agree on a positive valuation, this is decisive for the conclusion "important" Enter 2 in the positive benefit of the product profile.

If you have scored 2 here, no further scoring is required for positive benefit.

Note: Agreement of men and women for a positive valuation for the trait either confirms the positive benefit for women identified in questions 7-9 or it contradicts the zero identified there. Agreement about the positive value of a trait is given more weight than a zero derived from questions 7-9 because it indicates that there is a strong likelihood of acceptance of the trait by men as well as women farmers in the target customer segment. The score "important" signals the opportunity for trait prioritization to promote a desirable feature of the product from the perspective of gender equity.

Step 6 If a majority of women in the target customer segment express a positive evaluation, even if most men do not (or if men's opinions are unknown) this is decisive for concluding "nice to have" Enter 1 in the positive benefit column of the product profile

Note: This conclusion either confirms the positive benefit identified in questions 7-9 or it overrides a zero result from those questions. If a majority of women express a positive valuation for the trait, this is given more weight than a zero derived from questions 1-4 because it suggests that the "gender benefit" analysis may have missed something about the trait that is of significance to most women in the target customer segment. Finding that most men do not positively value the trait (or their opinion is unknown) signals the need for further analysis to understand if and why men's and women's preferences diverge, and to identify trade-offs that may cause them to value the trait differently.

Interpretation of Scores for the WP1 FPP

- -2 REJECT: then the characteristic should not be pursued.
- -1 AVOID or AMEND: the variety release must be accompanied by a guaranteed intervention to mitigate harm.
- 0 Neutral
- +3 REQUIRED: it must be a priority characteristic for other work packages
- +2 Important
- +1 NICE TO HAVE: it would be recommended for further work

The tool generates two “gender impact” scores from a set of 12 questions:

1. Do no harm - summarises a negative valuation (6 questions)
2. Positive benefit – summarised positive valuation (6 questions)

	G	H	I	
Priority	1. "must have" 2. Niche opportunity 3. <u>Added-value</u> 4. Winning trait	Gender impact scores (G+ tools)		Good equality varieties
		<u>Do no harm</u> <u>Score</u>	<u>Positive</u> <u>benefits</u>	

5. WP1 Food Product Profile

A	B	C	D	E	F	G	H	I	J
Characteristic category	High quality characteristics	Indicator of characteristic	Driver	Customer	Preference group	Priority 1. "must have" 2. Niche opportunity 3. <u>Added-value</u> 4. Winning trait	Gender impact scores (G+ tools) <u>Do no harm</u> <u>Score</u>	<u>Positive</u> <u>benefits</u>	Good, high equality varieties
1. Raw material characteristics (agronomic, post-harvest)									
2 Processing characteristics of raw material for the product quality during processing/technological									

You may have to assess trade-offs between 2 conflicting scores

What can you use the G+ Tools for?

After using the **G+ Product Profile**, you will have flagged the gender implications of each product characteristic

- **Characteristics to avoid if you don't want to risk making gender inequalities worse**
- **Those to include if you'd like to maximize your chances of making women better off, as well as men**
- **Those that involve a trade-off from a gender perspective**
- **Those that don't have any evident bias in favor of women or men (gender-neutral).**

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THANK YOU!

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