

Mainstreaming Gender and Youth in the Passion Fruit Value Chain



Photo by Fintrac Inc.

Emily Mutai, a youth member of the Kutsi Vision Group pruning passion fruit vines at the group's demonstration plot in Rift Valley, Kenya. USAID-KHCP recognizes the importance of men, women and youth in the horticulture value chain, and ensures that they are engaged throughout the value chain process. USAID-KHCP engages women by addressing gender division in passion fruit activities, providing business training, and increasing women's access to technologies such as water harvesting.

“USAID-KHCP is supporting the youth in this region through generating employment, increasing incomes, and improving our food security. We like passion fruit farming because, through technical assistance, we have been trained to use simple local resources, local knowledge and local experience.”

-Emily Mutai, a youth member of the Kutsi Vision Group in Rift Valley, Kenya.

Kenya Horticulture Competitiveness Project (KHCP)

KHCP is a five-year, USAID-funded Feed the Future initiative benefitting more than 200,000 smallholder farmers by providing them with more income, better food security and improved nutrition. Launched in 2010, KHCP works across the value chain to enhance the overall competitiveness of the horticultural sector. Key activities include helping farmers to:

- Grow more and better fruits, vegetables, nuts and flowers
- Increase value addition through processing of horticultural produce
- Link with dynamic markets both in Kenya and abroad
- Benefit from improved agricultural policy

KHCP's Gender and Youth Mainstreaming Approach

KHCP recognizes that the equitable participation of men, women and youth (18-30) is an important driver of competitiveness. Its *mainstreaming* approach focuses on integrating gender and youth issues into existing project offerings, rather than developing separate activities. This approach is built around 4 principles:

1. We will seek to understand the **roles and contributions** of men, women, children and youth within the horticultural value chain.
2. We will enable men, women and youth to **help design, fully participate in and benefit from** value chain activities
3. We will address the unique **constraints and opportunities** of men, women and youth in horticultural value chains
4. We will support the **empowerment of men, women and youth as entrepreneurs**

Key Passion Fruit Value Chain Activities

USAID-KHCP is advancing a number of enhancement activities within the passion fruit value chain;

- In partnership with Kenya Agricultural Research Institute (KARI), **increasing the availability of quality planting material**
- **Introducing new high-yielding varieties**, which thrive in semi-arid climatic zones
- **Strengthening seedling supply channels** by increasing the number of KARI certified nurseries in communities
- Training smallholder farmers on **good agricultural practices and natural resource management**
- Developing new **domestic and international market linkage opportunities**
- **Disseminating accurate marketing information**

Focus of KHCP Gender and Youth Mainstreaming Activities

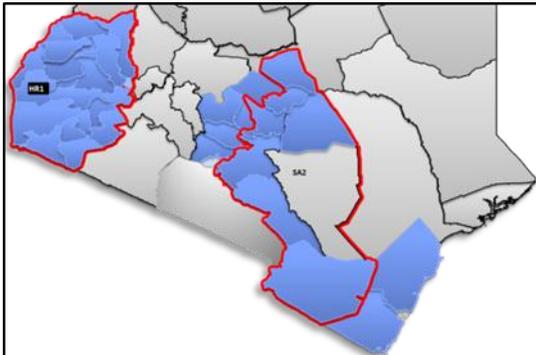
Women and youth often have limited access and control over resources, which impedes their ability to participate in and contribute to the passion fruit value chain. KHCP activities seek to address gender and age-based constraints, thereby creating more equitable opportunities and improving value chain efficiency.



Photo by Fintrac Inc.

In collaboration with the Good Neighbors Community Project, USAID-KHCP is helping men, women and youth farmers to establish seedling nurseries in Rift Valley, Nyanza and Western regions. These nurseries help increase farmer incomes in two ways: first, by providing access to improved seedlings, farmers are able to increase the quality and quantity of their crops. Second, growing the seedlings provides an extra business opportunity, which is particularly attractive to young farmers due to the quick return on investment.

KHCP Passion Fruit Areas



Map highlighting passion fruit value chain interventions.

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- **Increasing access to knowledge and information** through training women and youth in good agricultural practices
- **Increasing access to services provided through women and youth led producer groups**

Putting Mainstreaming Principles into Action for Gender Inclusion

KHCP is enhancing opportunities for women within the passion fruit value chain by:

- **Addressing gender divisions in passion fruit activities and benefits.** KHCP understands that passion fruit is traditionally perceived to be a “man’s crop” and the value addition from the fruit (such as juice processing) as “women’s” work. Through capacity building of men and women in a *family business approach* to farming, KHCP is supporting more collaboration and planning among men and women at the household and producer group levels, promoting passion fruit as a shared business opportunity.
- **Increasing women’s access to technology.** As KHCP equips small-scale producers with water harvesting technology to support year-round production, the project ensures that the technology is appropriate and accessible to both men and women. This includes evaluating factors such as weight, maneuverability, durability, reparability, social acceptability and cost.
- **Improving women’s business skills.** In addition to providing training on improved production practices, KHCP offers trainings on business and marketing practices that create new enterprise-oriented opportunities in the value chain for both men and women participants.

Putting Mainstreaming Principles into Action for Youth Inclusion

KHCP is enhancing opportunities for youth within the passion fruit value chain by:

- **Recognizing young people’s affinity for fast turnover activities.** KHCP partners have identified nurseries to be an attractive passion fruit value chain activity for youth, as they offer a quick return on time and money invested
- **Inspiring youth via a farming as agri-business approach.** KHCP’s field research indicates that many youth see farming pursuits (including those in the passion fruit value chain), to be dead-end, subsistence activities. KHCP thus focuses on presenting passion fruit value chain activities as agri-business opportunities. In using the youth-friendly *Wise-Up* enterprise curriculum, KHCP helps youth to develop the knowledge, skills and attitudes necessary to successfully access value chain opportunities.
- **Ensuring that farmer groups are youth-inclusive.** KHCP’s lead BDS providers are building the capacity of farmer groups to more fully integrate younger members – both by acknowledging the skills and energy they bring to formerly adult-only groups, and by ensuring that they have opportunities to participate in group leadership and decision-making processes.

Project coordination offices

KHCP operates out of offices in Nairobi, Mombasa, Kibwezi, Thika, Kisumu, Eldoret, and Bungoma.