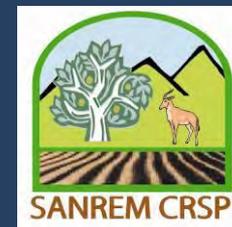


# Mapping Gender Networks in Bogor District, West Java: Farmers Accessing Markets for their Agricultural Products



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**How does the gendered nature of networks linking women to markets impact the quality of information they receive and their bargaining power (in the household, market, etc.)?**



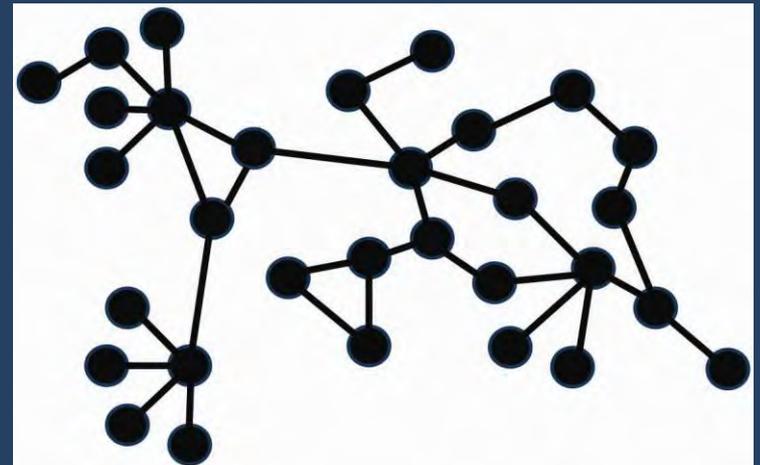
# Network components

**Nodes** – individuals, organizations, other meaningful entities and things

- These are seen as actors, having independent agency

**Ties** – the relationships between nodes

- These may be bound together in some meaningful fashion
- These may be strong or weak



# Methodologies

- ✓ Baseline surveys at markets and households
- ✓ Case studies
- ✓ Market chain analyses
- ✓ Focus group
- ✓ Participative tools
- ✓ Direct and participant observation
- ✓ In-depth interview
- ✓ Literature review
- ✓ Participatory network mapping



# Sample research findings on global scale

- Market women have great negotiating capacity (“tigers”)
- Men provide transportation and “help carry products to market”
- Women’s informal networking is a weak but important source of power; needs attention from local leaders to improve
- Building and strengthening women’s agency is long process
- Life cycle and gender differences affect ability to participate in groups
- New ICT play an important role in accessing information (i.e. cell phones)



- In Bolivia women-dominated marketing networks allow them better access to information and support in production and marketing activities
- In Indonesia they empower women. In general men get higher prices but when they use the same social network as women, they obtain the same price



# Factors that affect social networks (SN)

- Ecuador: ethnicity is a major factor
- Bolivia: gender and access to information
- Southeast Asia: gender and role of participation in production and marketing activities
- Zambia: SN are less important in facilitating people's access to market information than other means (i.e. notice boards or fliers) regardless of gender



# Benefits and types of SN

Vietnam:

Formal SN: support agricultural production and marketing and approach to the local government (male-dominated - 70%)

Informal SN: provide women access to markets, trading, micro-credit, information, education, and health care (female-dominated)

Informal gendered SN: promising channel to approach local people for technical or extension programs



# Bogor District, West Java Indonesia

## Purpose of Study:

To understand how gendered networks affect women's ability to access markets and capture value for their agricultural products.

## Research Question:

How gendered are the nodes in the women farmers' market networks?  
What kinds of ties bind them to the various nodes?



- In Indonesia, agricultural production is dominated by men while women have little access and control over land, capital, and production inputs.
- 61 % of rural women are engaged in the agriculture sector
- Women do 75 % of the farm work in rice production



# Methodology

- Qualitative methodology including FGD with women farmers to map nodes in social networks, in-depth interviews with women who actively market their product , surveys at markets, mapping gendered spaces of production and market
- The research location at Hambaro Village, Nanggung Sub-District, Bogor District, West Java Province, Indonesia



# Men and women's spaces in marketing guava

DESCRIPTION	MEN	WOMEN
Roles	Marketing agricultural productions to the formal market	Selling vegetables to neighbours and local market.
Scope of physical areas	Very large, to formal market and even out of town	Limited mostly informal to neighbourhood





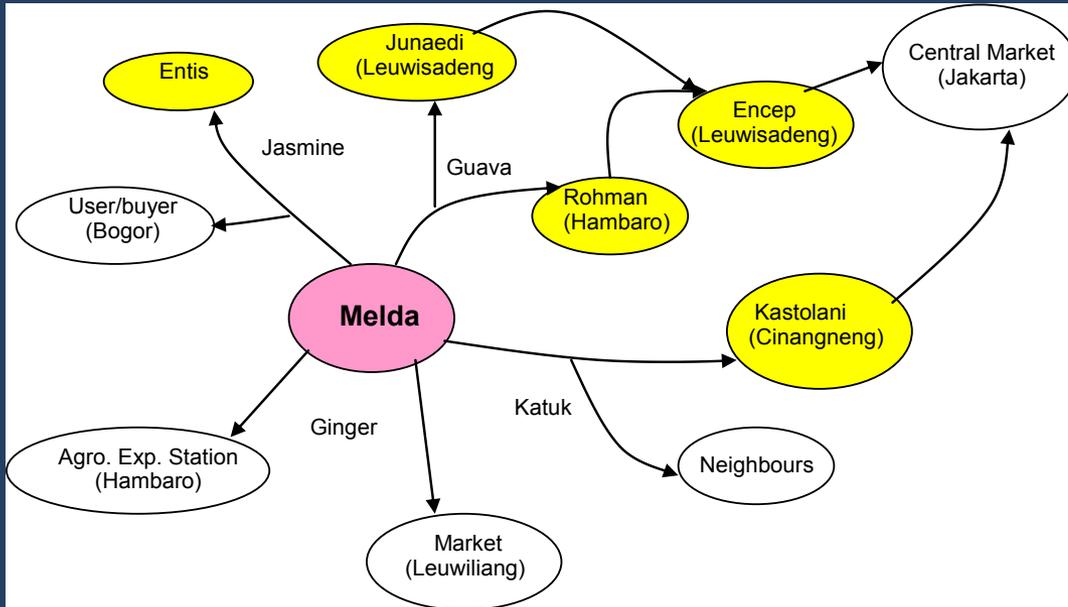
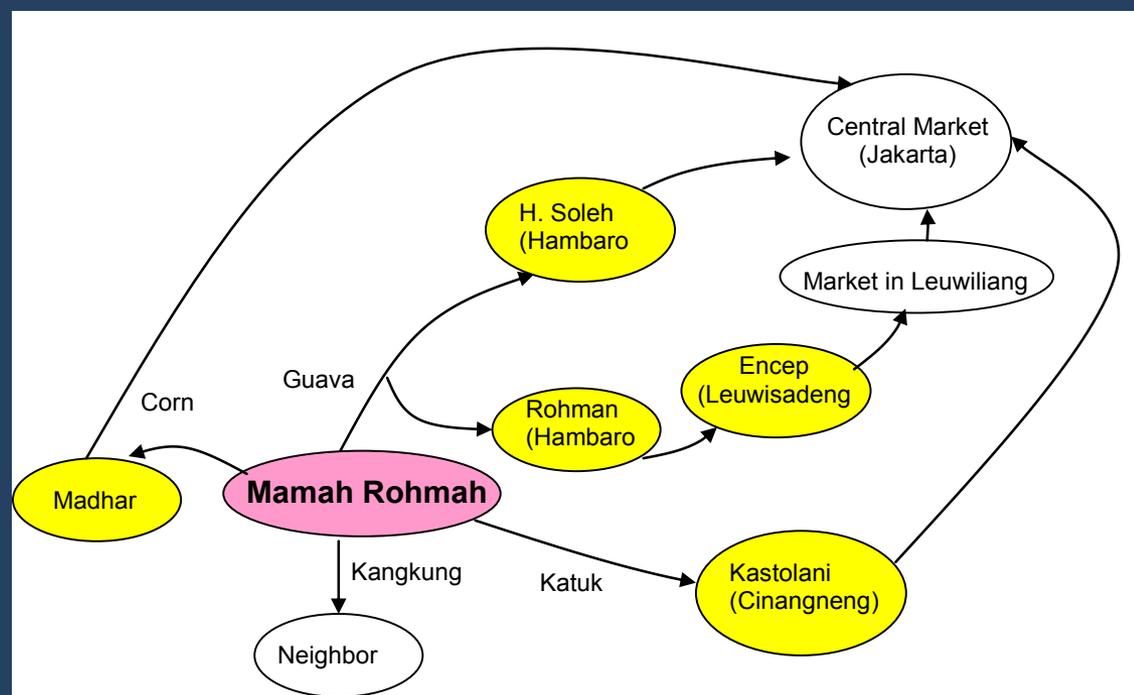
Men farmers benefit from long established male-dominated information networks.

Women who are able to access the same networks obtain the same price as men.



# Indonesia

Market networks for two women respondents (fruit/vegetable productions) at Hambaro market



Mostly of the nodes are controlled by men. Women only sell as small retailers or in neighborhood stores.

Women who actively participated in marketing have support from their husband and family in production and marketing of vegetables, are more confident negotiating obstacles, sell directly to consumers and obtain higher prices than from middlemen.

A woman sells vegetables, fruits and many things at small store at home or 'warung.'



# Women's marketing networks

- Access to market for agricultural products is open to both men and women.
- The market for vegetables in Hambaro consists both of formal and informal markets.
- The informal markets of vegetables sold by women are the neighbourhood store/warung or consumers.
- The closest formal market for the women is the Sub-District Leuwiliang (25 km).

Women in Hambaro can only sell in formal markets through middlemen .

Women are developing their own marketing system (for katuk) to depend less on middlemen



# Gendered control of niches in the market

- Most niches in the market are under the control of men. In the closest major market in Leuwiliang only a small number of women occupy niches in the market, mostly selling herbs.
- Men control most of the niches in the market.
- Wholesalers in the market who sell vegetables are mostly men.
- Women sell as small retailers only.
- Women also sell vegetables in the neighborhood stores (warung).



# Women's ability to negotiate obstacles to markets

- Most women do not negotiate obstacles to the market.
- Most women do not negotiate price.
- Women accept the price as set by the middlemen, most of whom are men.
- Women only negotiate the terms of payment (cash in one payment or installments) .



# Conclusion

- Only a small number of women in Hambaro use networks to access markets for selling their products.
- All nodes/niches in the marketing network of vegetables and fruit/guava are dominated by men.
- Men and women obtain the same price when they use the same network.
- Most women do not negotiate for price, only for the terms of payment.

THANK YOU

