

Integrating Gender and Nutrition within Agricultural Extension Services

Tip Sheet
January 2017

The Coffee Agricultural Value Chain

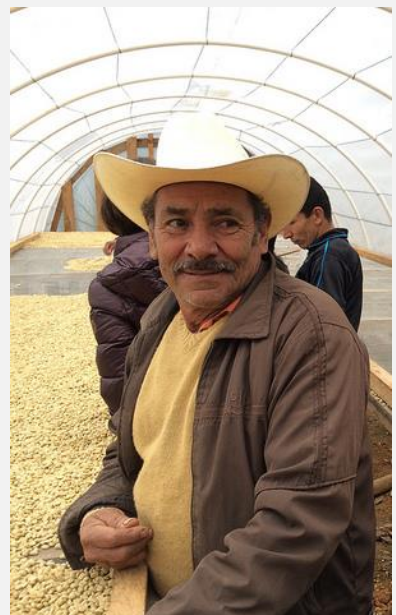
Kathleen Colverson



Green coffee beans



Dried coffee beans



Coffee farmer inside coffee bean drying house

Importance of Coffee as an Agricultural Crop

In many Latin American countries, coffee is considered one of the top export crops. Many rural families use coffee sales as a significant source of income, and in Honduras coffee production is around 26 percent of the 60 percent of total agricultural production (FAO, 2015). Coffee is an ideal crop for Honduras as there is limited arable land that is suitable for other types of agriculture, and it can be grown in the mountains. However, one of the challenges associated with coffee production is how the income that is generated from the sales is used to benefit the household. This activity sheet explores how income from coffee sales might be used to improve overall family nutrition.

Family Roles

Within a household, men and women, boys and girls have different “gender roles”. These roles are often based on culture, religion and traditional influences. In Honduras, women and girl’s roles often revolve around household responsibilities such as child care, cooking, cleaning, caring for small livestock and family gardens. Men are often responsible for earning income for the family, doing agricultural work that involves more heavy labor, and marketing agricultural products. Each family member contributes in some way to the household daily survival. In some households, women and men do not have the freedom to choose changes to their gender roles. Empowering men and women to understand their ability to change is an important consideration in extension outreach.

Roles in the Coffee Agricultural Value Chain

Within the coffee value chain women and men have different roles and responsibilities. These are often based on culture and tradition, and can re-inforce “gender stereotypes” that only *that sex* (man or woman) can do a certain task. To understand how these gender stereotypes can influence your work as an agricultural extension person, it is important to conduct a brief exercise on understanding “who does what” in the agricultural value chain. Understanding this will assist with determining who to target for agricultural training and technologies, as well as understand where women (in particular) may need strengthening. INGENAES has an activity sheet on how to conduct a gender analysis of agricultural value chains that applies to coffee (*next page*).



Coffee drying hoop house



Coffee ready for shipping

English version: <http://ingenaes.illinois.edu/wp-content/uploads/8-ING-Activity-Sheet-2016-Integrating-G-and-N-into-Agricultural-Value-Chains.pdf>

Spanish version: http://ingenaes.illinois.edu/wp-content/uploads/ING-Activity-Sheet-G-and-N-in-Ag-Value-Chains-Colverson-2016_010-Spanish-Version.pdf

Questions for Reflection

- 1) Who does what in the coffee value chain? How might this affect your ability to reach men and women farmers differently?
- 2) Coffee does not have significant nutritional value, but generates income for the family. If the coffee is sold, who determines how the income is used and does the income benefit all family members?
- 3) How can we encourage families to use the income for more nutritious foods rather than snacks and soda?

References

FAO Statistical Pocket Handbook on Coffee (2015) ISBN 978-92-5-108894-4

Gender Action Learning in Uganda Coffee Value Chain (2009)

http://api.ning.com/files/cJgSiGwfmY88k7PCrGtCMS*lpbxc*0lCgfUrB7g3YltC-TxlQMkzsjiRYPf9xHt0O8pFErMXcfxNCbvLDav3aM9VSLv*eNd/GenderinUgandaCoffeecasestudy.pdf