



Specialty
Coffee
Association



Gender Equality and Coffee: Minimizing the Gender Gap in Agriculture

An SCA White Paper

Introduction

The story of the SCA white papers begins with the Millennium Development Goals (MDGs) ratified by the United Nations in the year 2000. These eight goals were designed to serve as a global, collective agenda for sustainability, and they were simultaneously ambitious and broad – for example, “Eradicate Extreme Poverty and Hunger” was number one. The Specialty Coffee Association of America became an official signatory of the MDGs in 2005 and the organization enlisted the support of the volunteer leaders in its Sustainability Committee, which later became the Sustainability Council, to realize the potential of its commitment. In 2012, the Council embarked upon a project to write a series of papers on these global sustainability themes directed at the membership of the association and the broader coffee community. Each of these critical issue briefs, or white papers, would frame an issue, explain the relevance of the issue to coffee, and offer case studies and recommendations on the role of industry actors ranging from coffee producers to baristas, and even coffee drinkers, to tackling that issue.

Between 2012 and 2016, volunteers collaborated to write papers on five themes: food security, gender equality, farmworker inclusion, water security, and climate change. The SCAA published each paper upon its completion and they have been available as free, downloadable resources ever since, so it's not surprising to find references to them across the specialty coffee industry – from articles to lectures at events. The launch of the Sustainability Center within the unified Specialty Coffee Association in 2017 presented an opportunity to share the knowledge contained within these papers with a larger and more diverse audience, so in 2018 we are republishing the papers. The second edition of each paper will correct errors to the first and, where relevant, reflect changes in nomenclature (e.g., the name of a company or a place, or the title of an individual). Here in the introduction, we will comment on the evolution of the coffee industry's thinking and actions on the issue discussed in the paper.

Many readers of the Blueprint for Gender Equality in the Coffeelands – including those that read it when it was first released in late 2015 – will recognize that it is more important now than ever to address the root causes of gender equality across the coffee value chain. According to a report by the World Economic Forum, in 2017 the global gender parity gap widened for the first time in more than a decade and 50 countries out of 192 still do not guarantee equal rights to men and women in their constitutions. While this paper focuses on needs and opportunities related to gender equality in communities that grow coffee, communities that prepare and drink coffee are witnessing (and leading in) a seismic cultural shift around sexual harassment, exemplified by the #MeToo movement.

The news isn't all bad, though – for instance, all four of the organizations profiled in this white paper's case studies continue their critical work to include women in value-generating activities, promote gender balance, increase women's access to financial resources, and conduct research to build an unassailable business case for industry to invest in gender equality. Twin's Manda project is now in its fifth year and reaching 25,000 farmers across four countries in East Africa, and Bukonzo Joint Cooperative Union's commitment to the GALS methodology continues to pay dividends, as they have successfully held cupping competitions and trainings including buyers in the years since this paper's publication.

Root Capital's 2017 Women in Agriculture Report notes a 10% increase in funding to gender-inclusive businesses since 2015 and the creation of a new Gender Equity Grants program, and the Partnership for Gender Equity (PGE) has moved from research into tool creation and pilot projects, as well as to launching Equal Origins, an initiative designed to include small coffee companies in their industry-wide campaign. PGE has also developed an engagement guide and a measurement framework with the Global Coffee Platform for its Gender and Youth collective action network.

Looking beyond coffee, the UN replaced its eight Millennium Development Goals with 17 Sustainable Development Goals (SDGs) in 2015. The SDGs are more specific than the previous set of goals, but progress is predicated on recognizing their interdependence. We cannot hope to make progress toward gender equality without understanding the economic, social, and environmental obstacles that lay the groundwork for inequality, nor can we address any community, anywhere in the world, in isolation. In our events, our education, and our research, the Specialty Coffee Association will continue to support and promote work being done by industry stakeholders to advance gender equality and we will continue to share our own progress.

Thank you for downloading this paper, pursuing gender equality in coffee wherever you are, and for supporting the SCA's commitment to make coffee better.



Kim Elena Ionescu
Chief Sustainability Officer
Specialty Coffee Association



Summary

Equality is a core value of our industry, but gender inequality exists within it. Research shows that overall, women earn less income, own less land, control fewer assets, and have less access to credit and market information, greater difficulty obtaining agricultural inputs, and fewer training and leadership opportunities. Much of this is due to deeply rooted social biases that create numerous disadvantages for women compared to men. These disparities create inefficiencies in the coffee value chain because women, who perform fundamental agricultural tasks, are not accessing the resources needed to maintain or improve their output. The coffee industry has a profound reach into the agricultural sector: as many as 100 million agricultural producers depend on coffee production for their livelihoods (Jha et. al, 2011). The specialty coffee industry has a tremendous opportunity to minimize the gender gap in agriculture to the benefit of our specialty coffee supply and our suppliers.

Methodology & Rationale

This paper, developed by the volunteer leaders of the SCA Sustainability Center, examines gender inequality on the supply-side of the coffee value chain and proposes solutions for creating greater balance. The SCA recognizes that there is still work to be done regarding equality throughout the coffee industry, including in coffee consuming countries, but for the purpose of this paper we will only focus on gender equality in coffee agriculture. The analysis relies on research that includes coffee production as well as other agricultural sectors (e.g., rice, millet, maize). The industry would benefit from additional gender studies focused on coffee specifically, but similarities between rural coffee-farming communities and other rural farming societies allow methodology that applies studies from other sectors to coffee where they are clearly relevant.

Key Terms Defined:

Gender Empowerment Does Not Aim to Promote One Gender Over Another. Rather:

Gender Empowerment is the ability for men and women to participate equally in society at the household, community, and national levels, especially regarding economic and political decision-making.

Women's Empowerment narrows the focus when there is a gap in equality in order that women have the ability to realize their full potential to participate in society as decision-makers. Both gender empowerment and women's empowerment work to create a balanced society.

Gender Equity deals with justice and fairness and means that women and men have the same opportunity, taking into account their respective needs and historic disadvantages.

Gender Equality means that men and women are equally valued and free from stereotypes, prejudice, and discrimination so that opportunities do not depend on being a man or a woman. Gender equity and women's empowerment are pathways to gender equality.



Understanding the Problem

The Gender Gap in Coffee Value Chains

The gender gap in coffee value chains can be demonstrated in four key areas:

- 1) distribution of labor
- 2) income
- 3) ownership
- 4) leadership and decision-making

Distribution of Labor

Female farmers in rural communities bear what is referred to as the “double burden”; they work much longer days than their male counterparts since they are responsible for both housework and work on farms (Kasente, 2012). Women’s typical household responsibilities include child rearing, caring for the elderly, hauling water, collecting firewood, cooking meals, washing clothes, and cleaning (Twin, 2013). Focus group discussions with coffee-farming couples in Uganda highlighted that women work a disproportionate number of hours when compared to men. Men were found to have an eight-hour workday, while women worked up to 15 hours per day, including total hours spent on coffee production and household tasks (Kasente, 2012). Moreover, female coffee farmers are typically limited to less influential roles in the value chain.

Coffee production begins with a long season of fieldwork, followed by harvest, cherry processing, transporting, and sales. Women tend to play major roles at the initial segments of the value chain, laboring in the field, harvesting, and processing, whereas men typically transport and market the product (Twin, 2013). According to an ITC survey which included 15 coffee-producing countries, women comprised an average of 70 percent of the workforce in the fieldwork and harvesting roles, but only participated in 10 percent of the in-country trading and export roles (ITC, 2008). Tasks are increasingly male-dominated as coffee transitions from its raw form into a value added product ready for sales and marketing.

Income

Male dominance in the transport and final sale of coffee exacerbates the disparity in income between men and women. When men receive the money from coffee sales, women have greater difficulty accessing it. Because women generally work for lower wages than men, and in many cases work entirely without pay, their contributions to coffee production are sometimes referred to as invisible (Twin, 2013; Kasente, 2012). "Women's roles" offer little in terms of opportunity for economic advancement, whereas men receive and control a disproportionate amount of income from coffee relative to work performed (Twin, 2013). The distribution of labor into gender- stereotyped roles leads to a lack of earning power and control over income for women.

Attitudes toward women in rural coffee communities also contribute to these problems. In Uganda for example, a prevailing attitude is that women should contribute to coffee farming out of duty but should not share in the proceeds from the crop (Kasente, 2012; Twin, 2013). In some coffee communities, there are reports of women secretly selling beans from their household plot to earn a small amount of cash for themselves (Kasente, 2012), an act of desperation that is known to provoke domestic violence. Traditional biases such as these disrupt households and hinder women from equal financial control.

Ownership

Women make up just 3 to 20 percent of landowners in the developing world, even though they comprise 20 to 50 percent of the

agricultural labor depending on the country (FAO, 2011). Even with the constitutional right to purchase land, discrimination against women still exists in legal frameworks. For example, in a December 2014 report, Women for Women International noted that the constitution in the Democratic Republic of the Congo (DRC) guarantees women the right to access land, but other legislation inhibits that right. Under the modern law, the Code de Famille stipulates that a married woman can purchase land, but only with the permission of her husband, and, even then, the document is issued in the husband's name. Under the customary law in the DRC, women cannot purchase land at all (Women for Women Int., 2014). While constitutions grant equal rights, those rights are often superseded by tradition; there is much work to be done in harmonizing equal rights with legislation and tradition.

Tradition also makes it difficult for women to inherit land even when laws permit it. This is particularly problematic in countries where widows are prevalent because of armed conflict or disease and those women need to be able to provide for themselves and their children. Married women often will have difficulty inheriting family land if the husband passes away because plots will go to male relatives on the side of the husband. The widow and children find themselves with no land for food or cash crops.

Women in rural agricultural societies also have more difficulty accessing credit than men (FAO, 2011; Twin, 2013). Without access to credit women have difficulty purchasing land and when land is obtained they lack the resources to farm and maintain it.

Leadership & Decision Making

Even when women do own land, they are often allotted smaller, less fertile plots or fewer coffee trees. The gap in coffee income across seven East African producer organizations was measured at \$440 USD for female farmers and \$716 for male farmers, according to a 2014 Twin survey (Mounard, 2015). This 39% gap is in part attributable to the size and quality of the farm plots owned by women compared to men. Lack of access to credit, lack of access to land, and the lack of ability to generate meaningful income create a vicious cycle for smallholders, especially for women, where the economic obstacles compound each other meaningful income create a vicious cycle for smallholders, especially for women, where the economic obstacles compound each other.

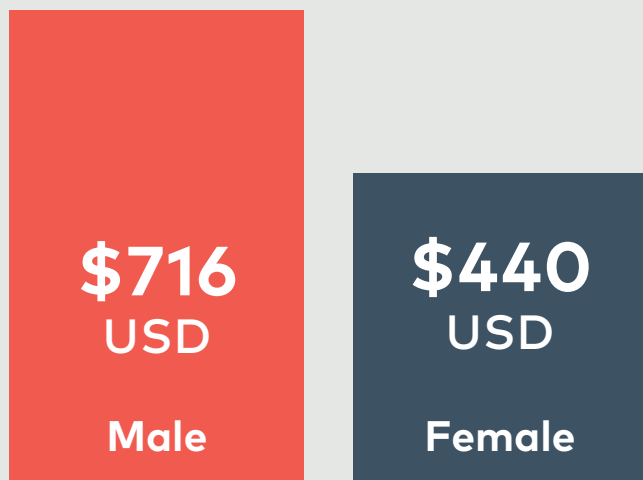
Within a household, decision-making power is linked to control of income and ownership of assets (Twin, 2013). Men often take control over decisions because they are considered the primary landowners.

At the cooperative level, women are often barred from membership because they are not landowners, cannot afford the cost of membership, or feel uncomfortable attending meetings due to cultural prejudice (Twin, 2013). While women are increasingly present at cupping tables at origin, they are rarely included as association leaders, farm managers, or owners. In cases where women do obtain leadership positions, they often lack the training or self-esteem to be effective in their roles.

Women also rarely occupy key leadership positions in policy-making organizations and representative bodies, such as Ministries of Agriculture and local and regional producer organizations. The lack of widespread female participation is especially problematic because these organizations are tasked with addressing the gender gap within agriculture but do not include proper female representation. Effecting change at the policy level represents an enduring challenge for women's advancement in agriculture.

IN 2014, THE GAP IN COFFEE INCOME
ACROSS SEVEN EAST AFRICAN PRODUCER
ORGANIZATIONS WAS MEASURED AT

39%



How Gender Equality Impacts The Entire Industry

A strong business case can be made for promoting gender equality in coffee growing regions; doing so can improve coffee quality and increase productivity, as well as promote rural economic development.

Quality

Investing simultaneously in gender equality and technical training leads to improvements in the coffee value chain with regard to quality and consistency of supply because it allows women to access the information they need to produce better coffee (Twin, 2013). For example, Bukonzo Joint Coffee Co-Op increased the average cupping score upon arrival of their entire production from 79 points to 85.75 points over a four-year period as a result of deliberately including women in technical training in addition to men (Baluku, 2015). They strive to keep improving quality through work in gender equality. Men in the cooperative are engaging more in fieldwork and harvesting and women are engaging more knowledgeably in coffee production at every level of the trade, creating a higher quality output (Baluku, 2015).

Productivity

Work in women's empowerment can increase productivity by allowing women access to resources and information. According to the Food and Agriculture Organization (FAO), women could increase their agricultural output by 20-30% if granted the same access to land, financing, and technology as men (FAO at Work, 2011-12). In other words, if women have better access to agricultural inputs, they can engage in a more productive agricultural practice. This has the potential to increase both their food production as well as their coffee production, thereby improving both food security and income.

IF GRANTED THE SAME ACCESS TO LAND, FINANCING, AND TECHNOLOGY AS MEN - WOMEN COULD INCREASE THEIR AGRICULTURAL OUTPUT BY

20-30%

Economic Growth in Rural Communities

According to the World Bank, financially empowering women in rural areas promotes economic growth and helps alleviate poverty (World Bank, 2014). Several studies, including studies from the Food and Agricultural Organization, find that women spend virtually all of their income from agricultural work on household needs, such as nutrition, school fees, clothing, health care, and home improvements, while men typically consume 25% or more of their income on consumables (FAO Factsheet). Women reinvest up to 90% of their earnings into the household, helping the family break out of generational poverty (Forston, 2003). Women's economic empowerment in coffee growing regions has positive outcomes for families and entire communities (FAO, 2011).

Framing Solutions

Work in gender equality requires the participation of men and women because it deals with whole societies. The topic evokes emotion since gender roles are constructs that make up personal identities and entire worldviews. It deals with social roles that are largely a product of culture, which varies greatly across the globe and is often thought of as the cognitive side of being a man or woman rather than the biological or physical aspect. For these reasons, gender empowerment is an effort that requires cultural sensitivity and sensitivity to engage with diverse personal identities. Successful approaches will typically be long-term undertakings, requiring patience, because the work deals with deeply rooted individual attitudes and societal norms. The following recommendations represent five tangible ways that different stakeholders can take action to improve the gender balance in coffee growing environments. We include case examples to illustrate recommendations. The examples are in no way exhaustive, but are meant to provoke ideas and demonstrate effectiveness.



Recommendation No. 1

Include women and men equally in technical training

Including women equally in technical trainings in the coffee sector will benefit the quality of coffee supply by reaching all of the relevant players with key information.

Cooperatives, Exporters, Farmers, Organizations, and NGOs

- Ensure that women are included in technical training and extension services.
- Create or support gender programs to compliment technical training and extension services.

Importers, Roasters, and Baristas

- Purchase and market coffee that promotes women's inclusion.
- Support projects in coffee supply chains that promote gender equality by donating, participating, or linking gender programs into their own supply chain.

Case Example:

Twin's Maanda Project takes a gender-balanced approach to technical training with coffee producers

Twin's 5-year Maanda Project is strengthening African coffee producer organizations by using gender equality as a cross-cutting theme in technical trainings covering: quality, financial management, governance, certification, marketing, and sustainable agriculture. Producers are encouraged to use work in gender balance as means to increase profitability by including both women and men in trainings, rather than only men, because women play a crucial role in the critical areas of production. A gender-inclusive approach is used in all technical trainings covered with each participating organization.

The project performance indicators were created with the farmer organizations and are measuring: percentage of export price returned to farmers (both average income and income disparity between men and women), female membership, female land ownership, percentage of volumes delivered by women, females in positions of leadership, and overall strength of gender program work. The project also measures the impact work in gender has overall on yield per tree, strength of environmental policies, volume of exports, quality, profitability, and access to market. Based on the metrics, unique gender-inclusive strategies are developed with each organization annually, allowing them to prioritize investments according to the needs of their specific organization. Approaches designed to link work in gender equality to critical market drivers can be replicated in any supply chain.

Recommendation No. 2

Promote community-driven initiatives that create balanced households

Working with farming households builds gender balance at the most fundamental level of society. This type of initiative encourages shared labor, joint decision-making, and joint ownership of property for coffee farmers. Working from the household level requires patience and follow-through, but it can have some of the most profound and lasting effects on gender equality because it inspires change from the very fiber of communities.

Working at the household level to help men and women communicate and work together is a long-term approach to encourage gender equality in the supply chain.

Cooperatives, Exporters, Farmers, Organizations, and NGOs

- Introduce methodologies that promote joint labor, joint decision-making, and joint ownership of property within households. This is often best implemented by bringing in an expert in gender to work with community leaders who then become the trainers.

Importers, Roasters, and Baristas

- Purchase and market coffee that supports work in gender balance in rural households.
- Support projects in coffee supply chains that promote equality by donating, participating, or linking programs that target gender dynamics in households to their own supply chain.

Case Example:

Bukonzo Joint's GALS methodology improves coffee by working in gender at the household level.

Bukonzo Joint Coffee Cooperative in Western Uganda uses the 'Gender Action Learning System' (GALS) across all of its group activities, from farmer workshops to board meetings, to enhance the participation of women within the coffee value chain. Bukonzo Joint first implemented GALS as a project with Oxfam Novib in 2007 with the aim of empowering women in rural communities. It evolved from a 2004 project in Participatory Action Learning Systems. GALS is a community-led approach, co-created by Bukonzo Joint and Linda Mayoux. The aim is for men and women to create goals and make decisions together for lasting change.

GALS uses graphics, drawings, and diagrams with groups to work towards social, economic, and political transformation. One exercise is to create a 'gender balance tree'. Participants draw pictures onto a tree outline; at the roots they draw the different activities carried out by women and by men in coffee farming families; on the branches they draw different ways that income is spent and by whom. This helps people visualize and understand different aspects of their lives and identify ways forward, even if they cannot read or write.

Through the GALS workshops, women and men come to understand the benefits of equal participation. In their words, 'Balanced trees bear richer fruit'.

Bukonzo Joint started using GALS at the household level and has adapted the methodology to use it across the organization, from helping members to understand coffee processing and the production of good quality coffee; to considering leadership and opportunities for youth in the coffee value chain; to improving women's participation in board meetings. They have helped to implement similar programs in cooperatives in DR Congo, Rwanda, Sudan and Tanzania alongside Oxfam Novib and Twin.

Today, women represent 85% of Bukonzo Joint's 5,200 farmer members and 55% of its board. Bukonzo Joint also makes a convincing business case for prioritizing gender justice, having successfully established itself in the specialty coffee sector in recent years. For more information and a complete explanation of GALS, including a full explanation of stages of implementation see the Sustainable Coffee Program toolkit, Sustainable Coffee As a Family Business, Approaches and Tools to Include Women and Youth.

To Get Involved, Visit:

bit.ly/bukonzo-coffee-coop

Recommendation No. 3

Empower women and men equally with access to financial resources

Economically empowering women with access to land, income, and credit has the potential to improve cup quality, increase productivity, and alleviate poverty.

Cooperatives, Exporters, Farmers, Organizations, and NGOs

- Increase the percentage of female farmers who own or co-own land.
- Increase the percentage of female membership.
- Ensure that women farmers are directly paid for delivery of coffee.
- Increase productivity.
- Improve women's ability to access credit.
- Endorse savings groups and micro-credit systems.

Importers, Roasters, and Baristas

- Purchase and market coffee from producer organizations that actively support female membership and female land ownership, and promote equal access to credit.
- Support projects that actively support female membership, female land ownership, and promote equal access to credit.
- Offer pre-finance in your supply chain that explicitly includes women farmers.

Case Example:

Root Capital's Women in Agriculture Initiative supports women in coffee and in alternative income-generating activities.

Root Capital is a nonprofit agricultural lender that grows rural prosperity in poor, environmentally vulnerable places in Africa and Latin America by providing capital, delivering financial training, and strengthening market connections for small and growing agricultural businesses. Since its founding in 1999, Root Capital has disbursed over \$800 million in credit to 530 businesses, representing 1.1 million smallholder farmers.

Root Capital has always promoted economic empowerment for the women who participate as farmers, agricultural workers, and leaders. But Root Capital also recognized that women face systemic barriers to opportunity. In 2012, Root Capital formally launched its Women in Agriculture Initiative to better understand and improve the impact of financial services on rural women.

Take the case of Asociación Chajulense "Unidas por La Vida" (ACMUV) in Guatemala. ACMUV was formed when one of Root Capital's coffee clients obtained a sorting machine and no longer needed to employ 500 women sorters. In response, the women established ACMUV to commercialize traditional weavings, as well as to provide female entrepreneurs with microcredit.

ACMUV approached Root Capital and together, the two organizations designed a tailored training program. Training was optimized around the women's busy schedules—allowing them to maintain their responsibilities at home and work. Many of the participants were joined by their young children who were tucked away in slings while their mothers built cash flow models and revenue projections. Root Capital covered the costs of caretakers for the children.

In 2014, ACMUV broke even for the first time. The coordinator explained that, by applying the knowledge gleaned from Root Capital's training and reaching this milestone, "we saw that we can achieve this as women, this & much more." It was an especially proud moment because the group, founded first with subsidy, now envisioned a financially sustainable future.

To Get Involved, Visit:
bit.ly/rcwomeninagriculture

Recommendation No. 4

Research gender equality in the coffee industry

Improving gender equality in coffee communities has the potential to improve crop production, household welfare, and community development. However, the steps and interventions to necessary achieve this equality are not widely understood. Investing in research that identifies how to effectively bring about change will be critical to ensure successful long-term outcomes to any intervention.

Cooperatives, Exporters, Farmers, Organizations, and NGOs

- Carry out research in gender equality.
- Continue to improve metrics used to measure gender equality.
- Stay committed to research, monitoring, and evaluation over the long term.
- Share data with industry partners.

Importers, Roasters, and Baristas

- Invest in research in gender equality in your supply chain.
- Invest in industry-wide research in gender equality.
- Share and read research in gender equality.

Case Example:

The Coffee Quality Institute's Partnership for Gender Equity encourages research in gender issues in the coffee industry.

Understanding the context of gender in the coffee industry is critical to inform strategies, investments, and best practice. While a multitude of studies exist about gender and agriculture, there is so far scant data on gender and coffee. The entire coffee sector benefits from strategically defined research that is employed to underpin collaborative efforts to address sustainability issues like gender.

A number of private sector initiatives track some data points regarding gender related investments and activities, however this information is not often available for public use or broader deployment within the industry.

To contribute to a better industry-wide understanding of gender in coffee, the Coffee Quality Institute (CQI) launched the Partnership for Gender Equity. Stage 1 of the initiative is to conduct research to inform industry best practice to support gender equity within coffee supply chains ultimately leading to real, measurable results.

The research stage includes a comprehensive literature review which draws from relevant peer-reviewed academic studies on gender in agriculture, and known coffee-related research commissioned by organizations such as Hivos, Oxfam Novib, Agri-Pro Focus and the IDH Sustainable Coffee Program, Root Capital, and Twin.

Based on research findings, lessons learned from past projects, and the recommendations formed in Stage 1, CQI will work with industry partners and development organizations to identify communities where projects that address gender imbalance in value chains can be trialed. Stage 2 of the initiative will include pilot projects implemented in coffee-producing communities and gather data on impact and outcomes of these projects. Stage 3 will scale up from pilot projects, utilizing the best tactics identified to address inequality in coffee value chains to improve supply outcomes.

Gender in coffee is a relatively new area of research, and much still remains to be studied and tested to assure that development and industry efforts have the intended impact.

Recommendation No. 5

Advocate for gender equality

Advocacy plays a crucial role in catalyzing social change. Advocacy is publically supporting a cause. When a critical mass of stakeholders recognizes that gender equality is beneficial for everyone, minimizing the gender gap will become a common goal.

Thank you for being part of this critical mass and starting down your path of advocacy by reading this paper.

Recommended Reading:

Gender in Coffee - Equal Origins

genderincoffee.org/equalorigins/

Global Coffee Platform - Gender Equality Collection Action Network

bit.ly/gcpgenderequality

Coffee Sustainability Catalogue 2016

bit.ly/coffeesusc16

Women in Agriculture Closing the Gender Gap for Development; The State of Food and Agriculture 2010-2011

fao.org/gender/en

Gender in Agriculture Sourcebook World Bank, Washington, D.C. 2009

bit.ly/agandruraldev

Improving Opportunities for Women in Smallholder-based Supply Chains

Prepared for the Bill & Melinda Gates Foundation By Man-Kwun Chan, with advisory input from Stephanie Barrientos

bit.ly/iowshsc

Additional resources from United Nations Development Programme:

Gender Equality and UNDP

bit.ly/undplibrary

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