Food and Agriculture Organization of the United Nations

PROMOTING GENDER-SENSITIVE AGRIFOOD VALUE CHAINS IN JALISCO STATE

Mexico has made significant progress in recent years in achieving women's rights and gender equality, particularly in key areas at the federal level. Despite these achievements, women's participation in the workplace remains low or concentrated in less productive sectors. Rural women, in particular, face greater inequalities than men. Although the state of Jalisco is the most agriculturally productive in Mexico, female entrepreneurs working in the agrifood sector face multiple challenges, including poor access to technical assistance, land tenure and credit, in addition to limited participation in value chains.

In this context, the present project, funded by the Government of Ireland, aimed to empower rural women by addressing these challenges. Implemented over one year, the project focused on four key components: training on gender-sensitive value chains, the creation of mentorship and entrepreneurship networks, the promotion of an enabling environment for gender equality and training for public officials overseeing female-centric programmes. Through collaboration with the Ministry of Agriculture and Rural Development (SADER) and the Ministry of Substantive Equality between Women and Men (SISEMH) in the State of Jalisco, FAO assisted female entrepreneurs in adopting effective practices that better integrated them in the selected value chains and strengthened their networks for sustainable rural entrepreneurship.

WHAT DID THE PROJECT DO?

Over the 12 months of implementation, the project engaged 250 rural women in key agrifood value chains, including pineapple, mango, coffee, tamarind, vegetables, corn and beekeeping. The project's activities sought to build their capacity in a participatory manner by first fostering dialogue and identifying their unique constraints. The project then facilitated seven networks of women entrepreneurs through the "Accelerating the Creation of Rural Nascent Start-ups" (ACORNS) methodology, which promoted mentoring and peer-to-peer learning. The FAO team further supported female-led enterprises across the selected value chains by assisting in the design and marketing of final products and in the establishment of commercial agreements.

The rural extension training programme of SADER was essential to the project's activities. As such, relevant public officials were further trained on how to foster an enabling environment that supports gender-sensitive value chains. These efforts were reinforced with a public policy framework designed in cooperation with SADER and SISEMH, promoting intersectoral collaboration to bolster female-led rural enterprises. Special focus was given to indigenous rural women and temporary agricultural workers through the institutionalization of support provided to vulnerable groups.

Moreover, the project coordinated dialogue between SISEMH and the National Women's Institute (INMUJERES) to promote an inclusive strategy for rural and indigenous women's access to land and territory recognition. Awareness-raising activities facilitated further dialogue on women's land tenure and access to resources.

KEY FACTS

Latest Approved Budget
USD 111 881

Duration
September 2022-August 2023

Resource Partners
Government of Ireland

Partners
Ministry of Agriculture and Rural Development (SADER); Ministry for Substantive Equality between Women and Men (SISEMH)

Beneficiaries
Rural women entrepreneurs in the State of Jalisco

IMPACT

The expected impact of this project was to accelerate the post-COVID-19 socio-economic recovery of rural women in Jalisco through the creation of networks that promote gender-sensitive interventions in selected agrifood value chains and sustainable rural enterprises.
The initiative empowered women within their communities and contributed significantly to enhancing gender equality and fostering economic sustainability in Jalisco.

SUSTAINABLE DEVELOPMENT GOALS

ACTIVITIES

- Participatory appraisals were conducted to identify the main gender-based constraints women entrepreneurs faced in the selected agrifood value chain.
- A strategy was designed to promote the development of gender-sensitive value chains built and validated with the main counterparts. The strategy includes seven value chains (pineapple, mango, coffee, tamarind, vegetables, corn, and beekeeping) in four municipalities of Jalisco (Autlán de Navarro, Cuautitlán de García Barragán, Tomatlán, and Talpa de Allende).
- Rural women's enterprises were identified, prioritizing them based on the consolidation of organizational, administrative and commercial processes. Formed rural entrepreneurial networks with the support of extensionists in the field.
- Training carried out for 250 women to strengthen their enterprises according to the needs of the 12 groups, with the support of extensionists in the field. Knowledge and skills were developed for the following topics: strengthening of organizations, improvement of resource management, added value of products and by-products and alliances and networking in the territory.
- Fora and training events were organized, in addition to exchanges for sharing of experiences. This targeted women entrepreneurs in the territories and sought to train women entrepreneurial leaders.
- Strategic actors were identified (including private sector) by each link in the selected value chains, categorizing the level of participation of rural women.
- A public policy framework was designed to promote an enabling environment for gender equality in the selected agrifood value chains. Members of the technical teams of the government of Jalisco were trained on building an enabling environment to foster gender-sensitive agrifood value chains.
- Awareness-raising sessions and dialogue on women's access to land tenure were held.

Project Title
Securing and supporting rural women's and female entrepreneur's livelihoods

Project Code
FAO: GCP/MEX/311/IRE

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