

# A Historic Moment





# The Way Forward

Accelerating Gender Equity in Coffee Value Chains

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A practical guide with recommendations for action

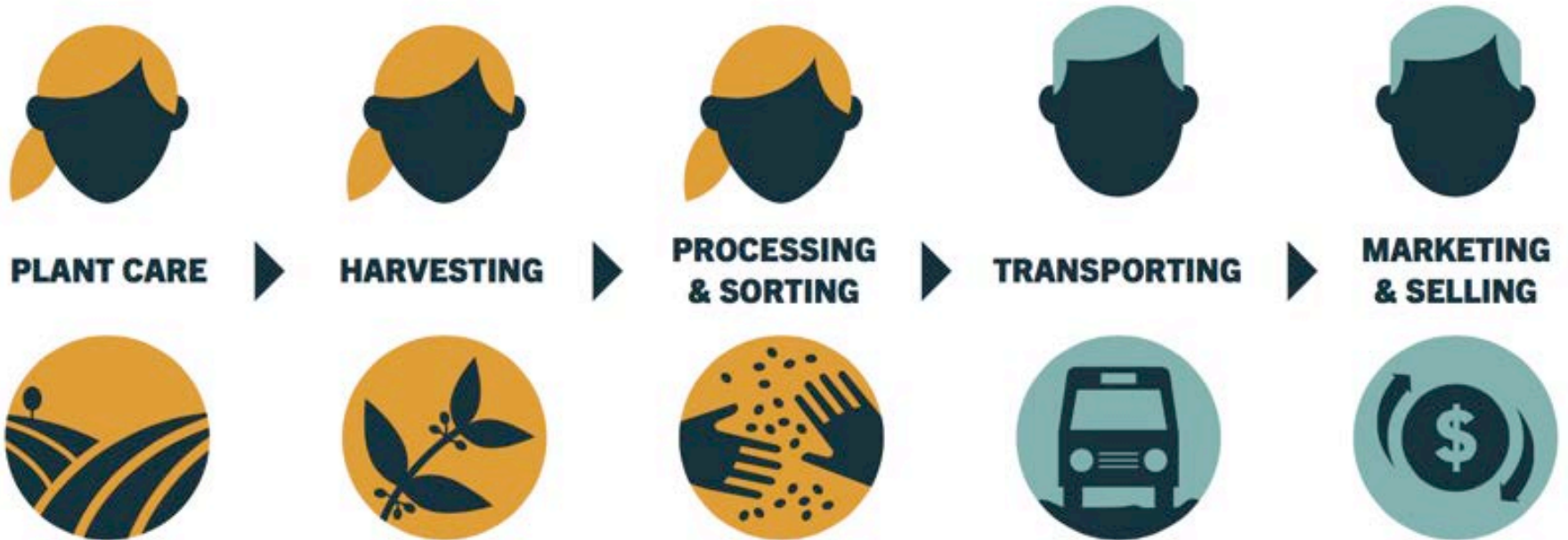
CQI's Partnership for Gender Equity



COFFEE QUALITY  
INSTITUTE®



# Coffee: A Man's Crop?



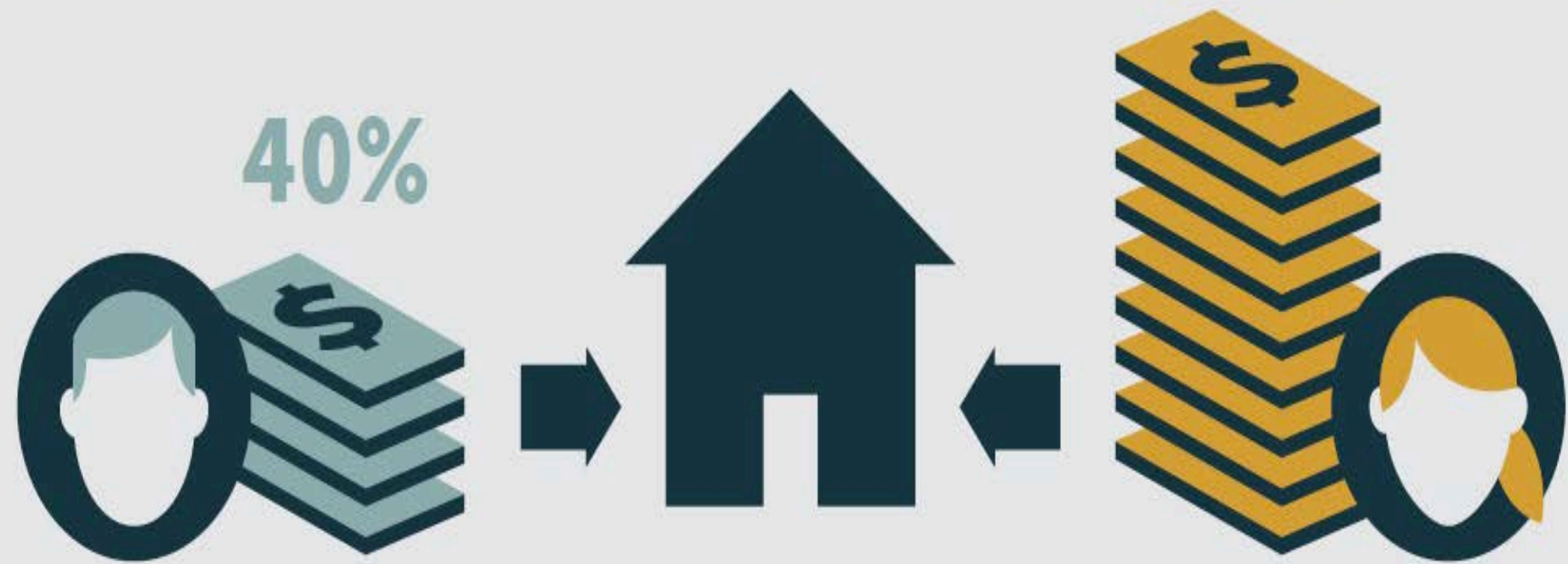
## **Roles in the Coffee Process:**

While there are variations by region, women tend to contribute a majority of the labor in the early stages, while men capture and control income

# PERCENT OF EVERY DOLLAR EARNED THAT GOES TOWARDS MEETING FAMILY NEEDS<sup>12</sup>

40%

90%



# Women's Access to Resources





# THE FUTURE OF OUR BUSINESS



# A Multi-Stage Collaborative Initiative

## STAGE 1

Research & Discovery  
to Identify Key Issues

## STAGE 2

Strategy Development  
through Pilot Projects

## STAGE 3

Scalable Investments



Increased Economic Power for Women and Families

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More Sustainable Supply of Quality Coffee

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Collaborative Efforts among Industry and  
Development Organizations Motivate Real Change



# Recommendations

1 Increase women's participation in training programs and revise training programs to be gender sensitive

5 Support joint decision-making and ownership of income and resources at the household level

2 Develop a list of gender equity principles for coffee

6 Specifically source and market coffee from women producers and coffee produced under conditions of gender equity

3 Improve women's access to credit and assets

7 Invest in programs to reduce time pressures for women

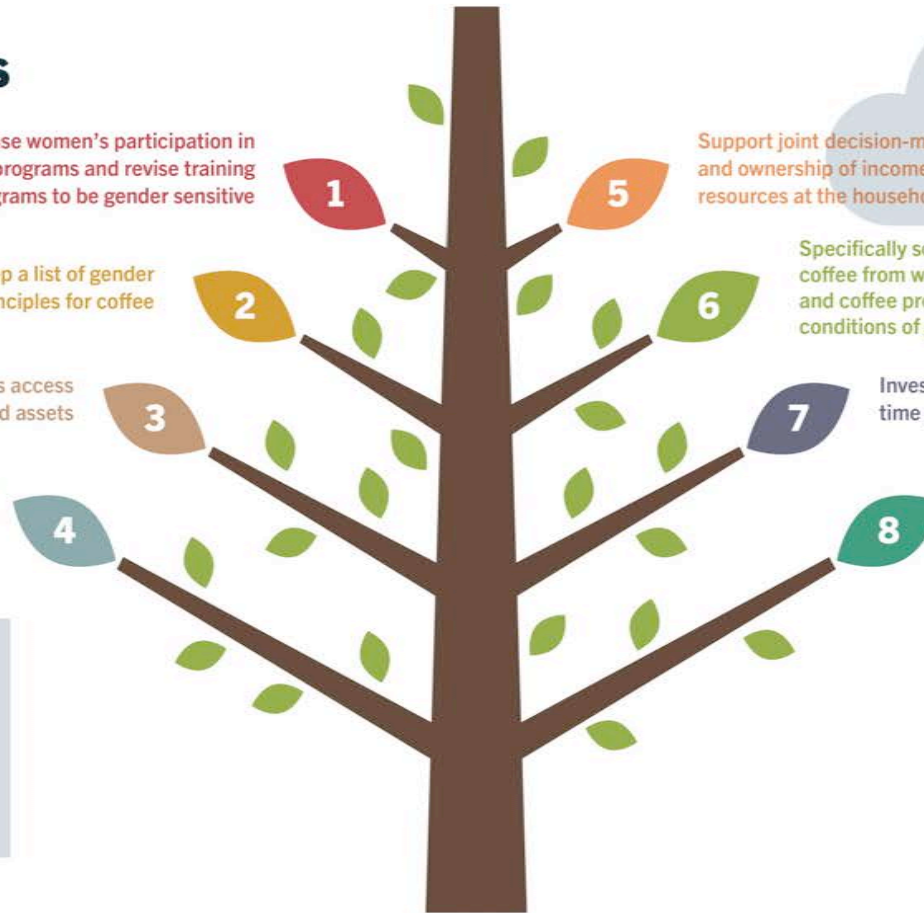
4 Achieve greater gender balance in leadership positions

8 Continue to build understanding through research and measurement

The Partnership believes that addressing gender equity issues in coffee-producing households and communities will lead to improved productivity and quality of coffee as well as improved livelihoods. These eight recommendations can be undertaken to accelerate gender equity in coffee value chains.

In the full report, each of the recommendations is accompanied by ample background from our research, with links to relevant case examples of good practice, and draws on industry feedback and experience. Text boxes highlight potential unintended consequences.

Download the full report at [www.coffeainstitute.org/genderreport](http://www.coffeainstitute.org/genderreport)



# Enabling Factors

- Partnerships and coordination
- Context analysis and baseline diagnostics
- Engage Men
- Industry Incentives





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**Thank you!**  
**#GenderinCoffee**

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[www.coffeeinstitute.org/genderreport](http://www.coffeeinstitute.org/genderreport)

