

ECONOMIC EMPOWERMENT & FOOD SECURITY

VAM GENDER AND MARKETS BRIEFING #1



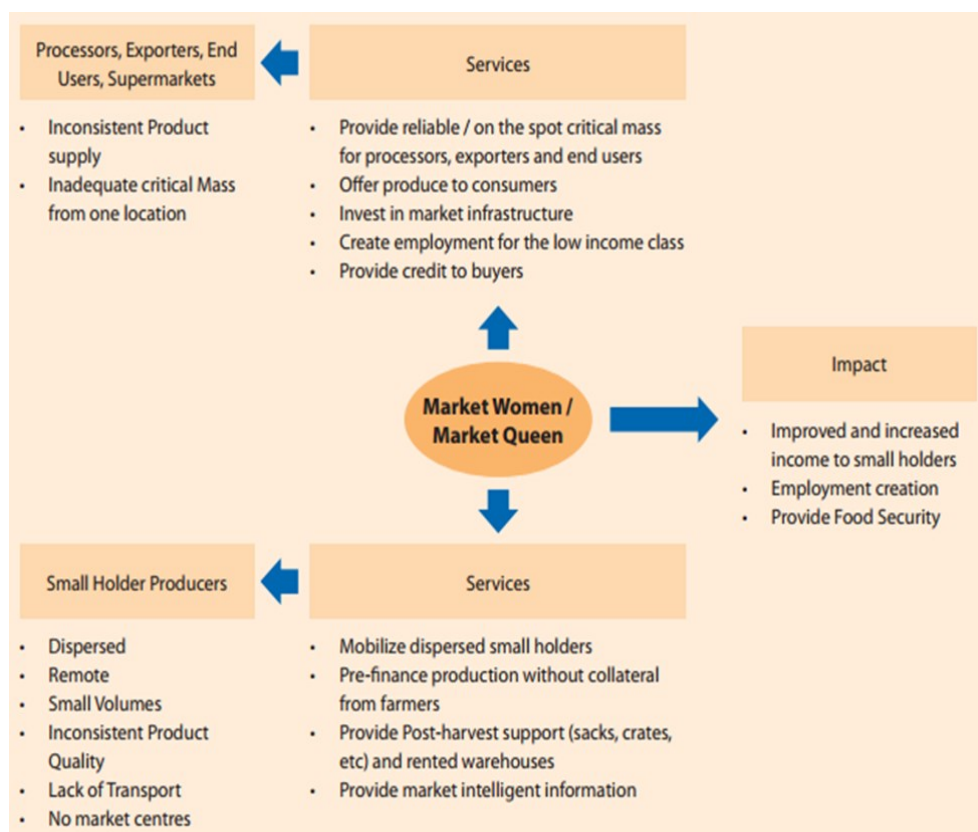
MAY 2017

VALUE CHAINS INTEGRATION AND “MARKET QUEENS” IN GHANA

KEY MESSAGES :

- MEN TEND TO DOMINATE THE VALUE CHAINS THAT ENGAGE MORE CAPITAL AND HAVE HIGHER PROFIT MARGINS. ACCESS DISPARITIES MAKE PRODUCTS DISPROPORTIONATELY MORE PROFITABLE FOR MEN.
- **80%** OF VENDORS WERE WOMEN, THEY PHYSICALLY DOMINATE AGRICULTURAL COMMODITIES MARKETS.
- **38%** OF LANDOWNERS IN GHANA ARE WOMEN. THE FORMAL AND INFORMAL SOYBEAN, COWPEA AND MILLET VALUE CHAINS TEND TO BE DOMINATED BY FEMALE SMALLHOLDER FARMERS.
- ACCESS TO CAPITAL, TIME AND MOBILITY CONSTRAINTS DUE TO DOMESTIC AND REPRODUCTIVE ROLES ARE THE MAIN CONSTRAINTS FOR WOMEN’S ACCESS TO MARKETS.

FIG 1 : ROLE OF MARKET WOMEN/MARKET QUEENS IN AGRO-FOOD VALUE CHAIN



ACCESS TO CAPITAL AND THE CASE OF « MARKET QUEENS »

ACCESS TO CAPITAL remains a major constraint for women in Ghanaian markets. Female traders are more likely to be affected by the lack of capital and only 54.4% of women compared to 78.3% of men hold a bank account. 84.3% of women surveyed were vulnerably employed. They also face time and mobility constraints due to their domestic and reproductive roles. While women benefit from legal protection under Ghanaian legislation such as the right to own land, women’s equal access to work, markets and capital remain a structural challenge.


“MARKET QUEENS” in Ghana stand out in certain value chains. These are a minority of women’s wholesalers who have overcome major gender barriers and have the power to set and control prices by controlling supply and distribution. They also create employment, provide credit to buyers and invest in market infrastructures. Finally, they manage to improve smallholders’ incomes, market standards and food security. (FIG 1.)

VALUE CHAINS INTEGRATION IN GHANA AND MARKET QUEENS



GHANA GENDER AND MARKETS DATA *

 **38% OF LANDOWNERS ARE WOMEN**

 **GHANA HOLDS THE 2ND POSITION ON THE GENDER INEQUALITY INDEX ON REGIONAL LEVEL**

 **43% OF WOMEN HAVE NO SCHOOLING COMPARED TO 27% OF MAN**

TAKING ACTION

TARGETING AND INCLUSION of women in food markets in both formal and informal markets is necessary as they dominate small-scale agricultural production of most commodities. The Ghana example shows how integrating “market queens” in analysis may open up space for more inclusive markets. Enhancing women participation in value chains, increasing access to gender sensitive entities (government, services etc.). On the other hand, institutions must improve their capacities to collect, analyze and report on key gender figures. Engaging with the informal sector and “market queens” will allow WFP to implement projects that support and encourage women’s economic empowerment more efficiently and effectively.

LAND LEASE ACCESS and land ownership are also major challenges as well. Exploring new ways to improve access to land through new initiatives such as land sharing, can improve community involvement and reduce cost. For Ghana, women are significantly less likely than their male counterparts to own a house or land on their own. The inheritance system plays a defining role in women’s ability and right to own land. Gaps need to be addressed to improve women’s economic empowerment. In Ghana, the Ministry of Gender, Children and Social Protection offered land lease and promoted land sharing. Initiative of this kind should be reinforced (Table 2.).

TABLE 1 : TRADERS , BY GENDER AND BY REGION

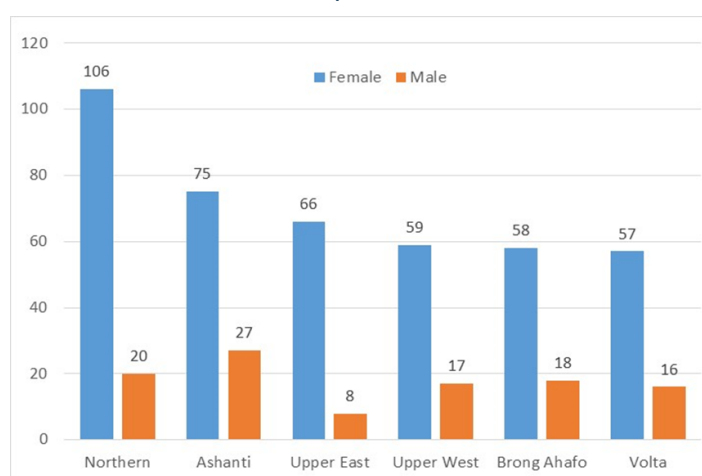
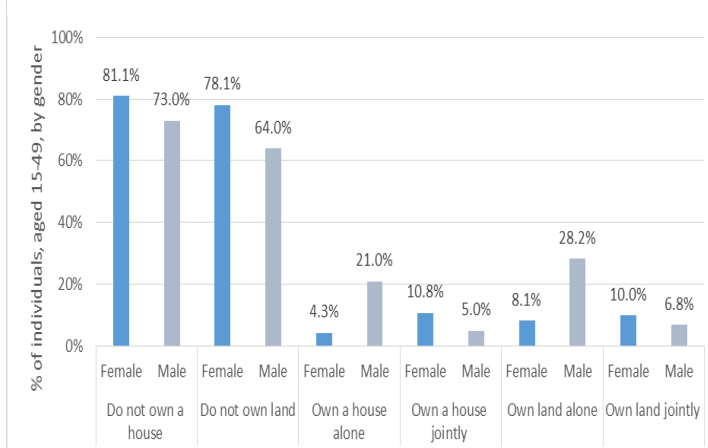


TABLE 2 : HOUSE AND LAND OWNERSHIP, BY GENDER



TO GO FURTHER :

Gender and Market Initiative: Empowering West African Women through Market-based Food Assistance :

<https://resources.vam.wfp.org/node/106>

FOR THE LATEST INFO ON GHANA :

http://vam.wfp.org/CountryPage_overview.aspx?iso3=gha

*Content of this document stems from :

“WFP, 2016. Gender and Market Case Study #1 : Value Chain Development, gender and Women’s Empowerment in Ghana

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