



MARKETLINKS

AGRILINKS

Youth, Women, and Market Systems Development in Agriculture and Supporting Markets

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Panel

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Morgan Mercer

Morgan Mercer is the Director of Gender and Youth at ACDI/VOCA. She has 12 years of experience in research methods, gender integration, women's empowerment, and positive youth development. At ACDI/VOCA, she provides technical guidance to market systems projects, leads stakeholder learning sessions, guides the development of technical strategies and tools, builds the capacity of partners and individuals in gender and youth integration, and leads analysis and research. She leads research on gender integration among 20 USAID Bureau for Food Security-supported research investments through the Advancing Women's Empowerment program. She holds a BA in political science from the University of South Carolina and an MA in Development Practice from Emory University.



Holly Krueger

Holly Lard Krueger is a private sector and market systems specialist with over 15 years of experience providing technical advice with a specific focus on applying Value for Money (VfM) principles to project and strategy design for trade, agriculture, urban development and women economic empowerment (WEE) programmes. She is a proven strategic leader having managed large private sector development projects with diverse teams in the Democratic Republic of Congo (DRC) and Côte d'Ivoire and negotiated complex public-private partnerships to improve supply chain efficiency and transparency. Holly is currently a Managing Partner at The Canopy Lab and advising three market systems development programmes.



Clara García Parra

Clara García Parra is the Team Leader for RisiAlbania's Private Sector Development Component. She has worked on the design, implementation, monitoring and evaluation of sustainable and inclusive systems development programmes across Sub-Saharan Africa, South-East Asia and the Balkans region. Clara works with a range of development approaches and instruments, including MSD, challenge funds, and the development of DCED-compliant results management frameworks.



Zenebe Uraguchi

Zenebe Uraguchi is a development economist. Currently, he is at Helvetas working as the Regional Coordinator for Southeast and Eastern Europe and Senior Advisor for inclusive systems development. His professional experience spans more than 17 years and his areas of expertise include the design, management, and evaluation of private, public, and non-profit development initiatives, focusing on employment and income.



Ngama Munduku

Ngama Munduku is an Agribusiness and Value Chain expert with more than 20 years of experience working in the agricultural sector in Africa, six and a half of which have explicitly focused on value chain projects in a technical managerial role and the last five years working in the DRC, coordinating effectively a wide variety of stakeholders, from producers to large firms to enhance production and strengthen the targeted market system. As a Senior Agriculture Advisor and Sector Lead on the ELAN RDC project in D.R.C. with Adam Smith International, he applied the Making Markets Work for the Poor (M4P) approach to facilitate the market systems and use resources to catalyze deeper and lasting change in the targeted grain and horticulture sectors. He holds a BSc degree in Agriculture and Natural Resources from the Africa University in Mutare, Zimbabwe.



Feed the Future Advancing Women's Empowerment

Enhancing women's empowerment and gender equality in agricultural systems and programming through design and learning services, implementation support, and best practice capture.

The purpose of this research is to increase knowledge about what strategies MSD Activities use to include women and male and female youth in programming, and the outcomes of those strategies.

Agenda

1. Landscape Analysis Overview
2. Implementers' Perspectives: Moderated Panel
3. Q&A



Landscape Analysis: Overview

Key Learning Questions

1 What **opportunities and constraints** have MSD programs identified for women and/or youth in agriculture and supporting markets?

3 Which ways have MSD program approaches attempted to **facilitate win-win** market opportunities with a focus on women and/or youth?

2 What were the **impacts or outcomes** of MSD approaches that focus on women and youth, including achievements, shortcomings, and positive and negative unintended consequences?

Methodology Highlights



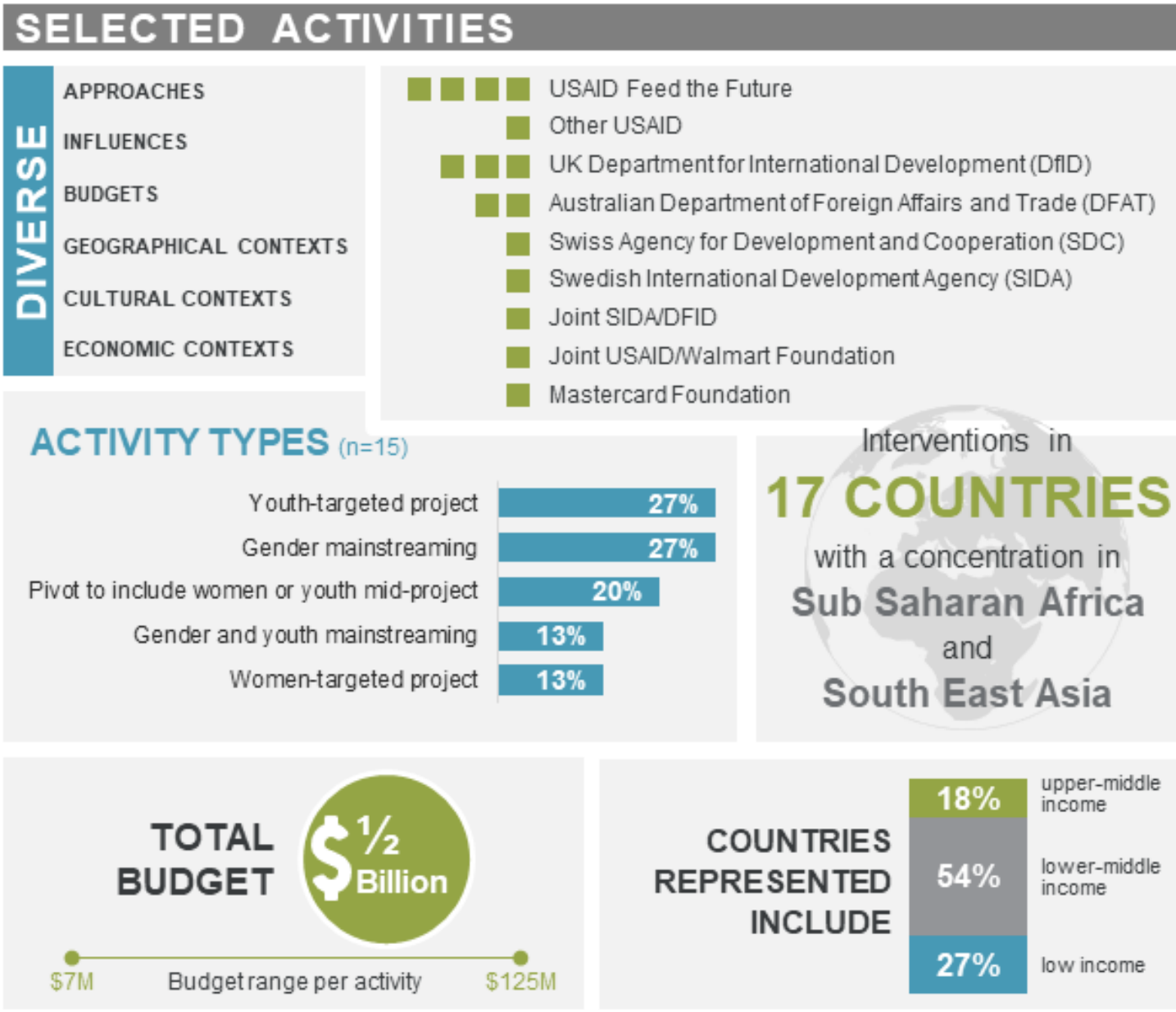
Landscape Analysis



Case Studies



Visualizations



Conclusions

1 **MSD can create transformative opportunities** for youth and women, in both traditional and non-traditional sectors and roles. This process can take years of partners' engagement.

3 **CLA and adaptive management techniques**, coupled with leadership buy-in and empowered staff, **fuel inclusion efforts, but not on their own.**

2 **Using MSD to engage youth appears to lag behind women's inclusion** in MSD. Youth in MSD is arguably more complex and a less explored area of practice.

4 **Varying levels of intensity in applying market facilitation** allow for flexibility in implementation.

Conclusions Continued

5

A well-conceived **business case for partnerships is the most commonly cited** tactic to develop market opportunities for women and youth; yet, Activities struggle to make the case for women and, to a greater extent, youth.

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The **outcomes** of youth and women in MSD programs are **inconsistently reported**. Therefore, it is difficult to draw solid conclusions related to the consequences of the approach to serve their interests.

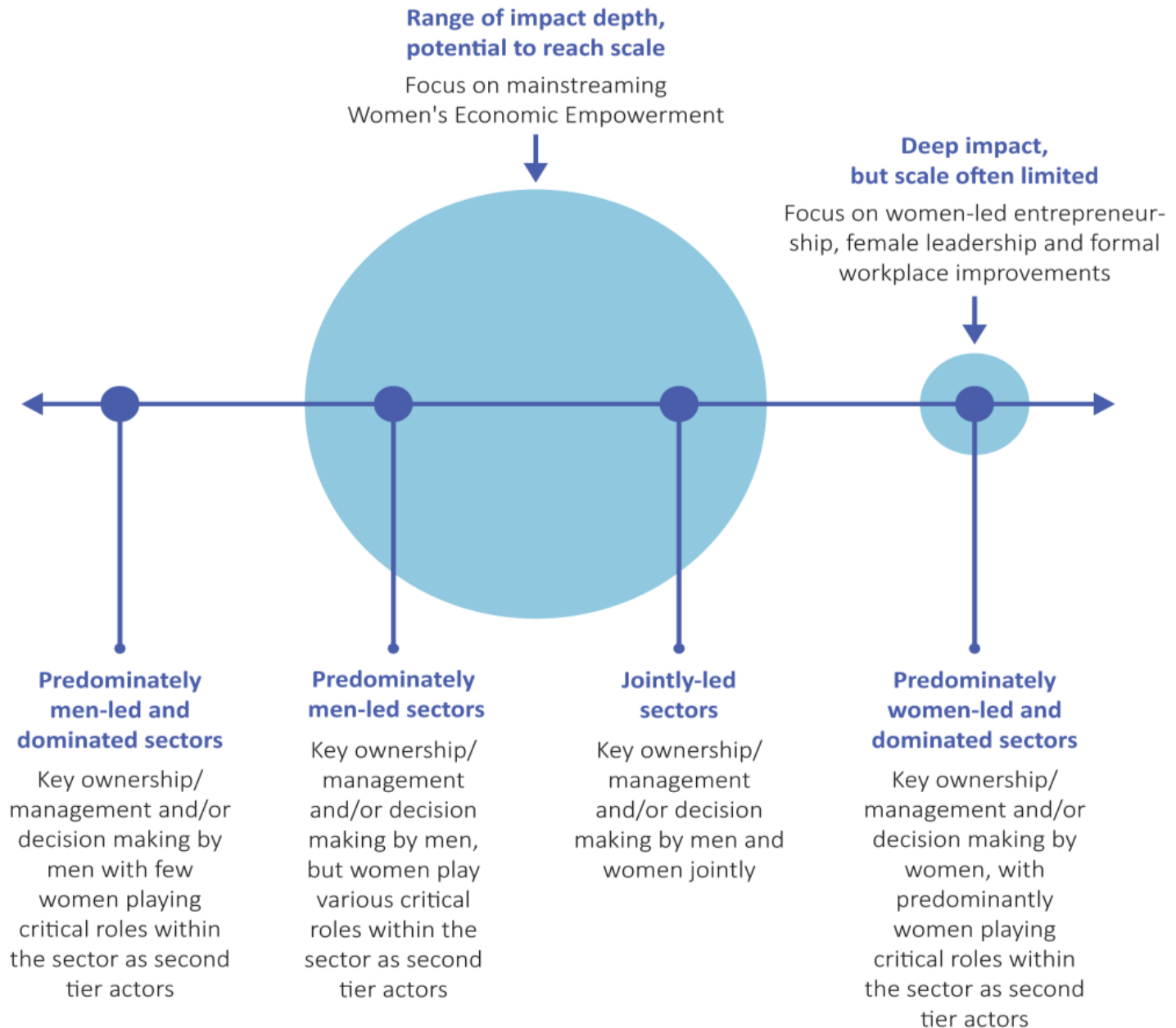
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Being intentional about gender integration in planning, implementation, staffing and leadership, and MEL approaches **leads to increased evidence of positive impacts** related to women and youth in MSD programs.

Planning for Inclusion

Initially, most Activities identified target sectors based on where youth and women were already found in high concentration.

- This changed with reflection and experience to involve **non-traditional sectors and roles**
- Consider supporting markets not directly linked to target goods, but **indirectly addressing constraints** to women's and/or youth's market inclusion



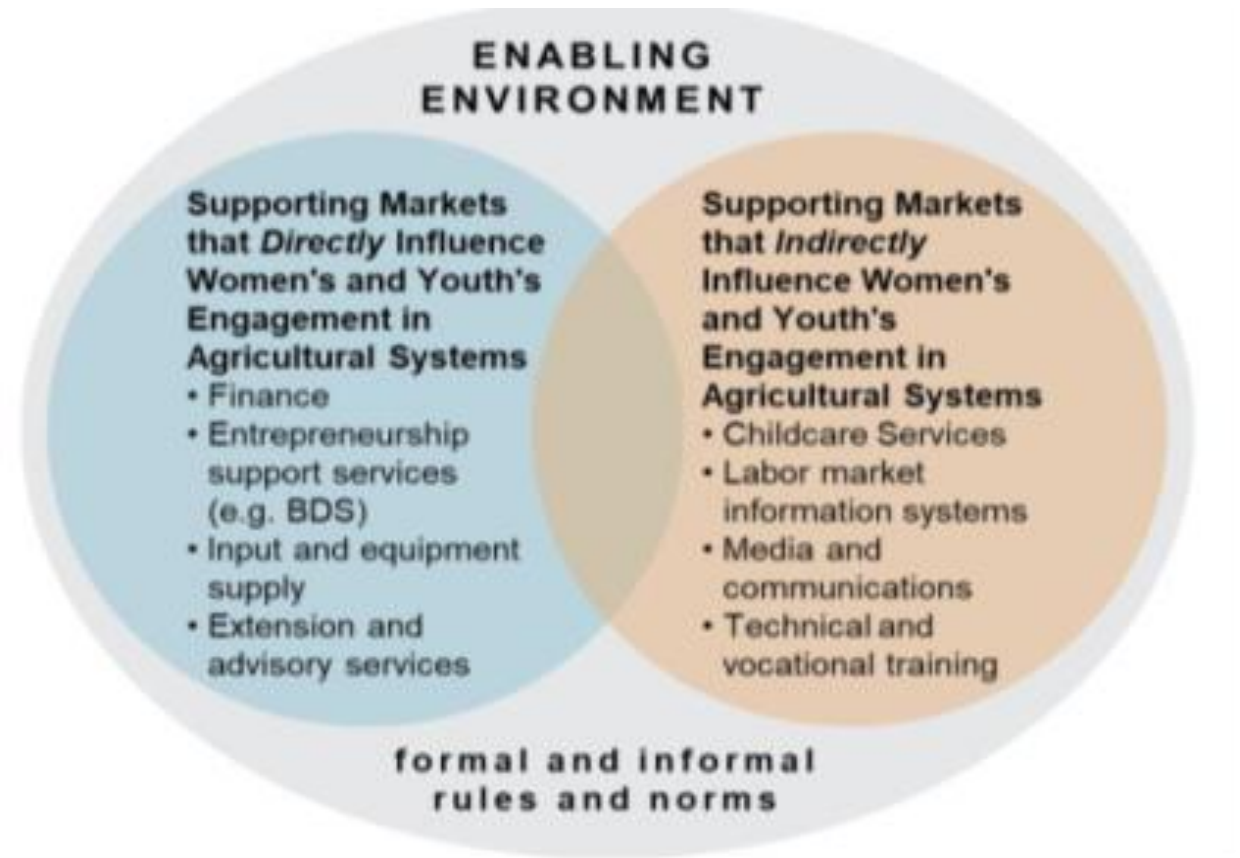
Source: MDF. 2018. "Beyond Income – A Critical Analysis of Agency Measurement in Economic Programming"

Implementation

Activities used a vast array of MSD tactics to engage and benefit women and youth in agricultural market systems and supporting markets.

- Partnerships and making the business case
- Inclusive outgrower and ingrower schemes
- Expanding access to input supply, technology, and information (female and youth agent models)
- Connecting women entrepreneurs to BDS
- Digital financial services
- Social norms

More in the report!



Monitoring, Evaluation, and Learning (MEL)

Limited standardization of data in reporting makes it difficult to draw conclusions around MSD impacts on women and youth within and across Activities.

- Cross-Activity data is **not comparable** and selective sex- and age-disaggregation makes it **difficult to assess whether results are diffuse or localized** to discrete partners, sectors, or interventions
- A **range of MEL methods** to drive learning around what works to reach and benefit women and youth
- Actor-led data gathering and management functions may result in **improved buy-in and decision-making for inclusion**

Recommendations

1 Dedicate resources to better understand youth in MSD and limitations of MSD approaches to meet youth developmental needs more broadly.

2 Further develop tools for planning, measurement, and reporting of youth and women's benefits, risks, and challenges in MSD.

3 Recruit staff with inclusion skills and/or train staff early on.

4 Ensure formative analyses for women and youth at the beginning, and use CLA and adaptive management approaches to deepen women's and youth's inclusion on an iterative basis over a longer period of time.

5 Use MSD as a means to identify win-win opportunities in both traditional and non-traditional sectors and roles.

Panel Discussion



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