

JOINING FORCES FOR GENDER EQUITY AND WOMEN'S EMPOWERMENT



THE CHALLENGE

Women are heavily involved in coffee production. Yet, they often don't own the land, or the coffee bushes and lack direct access to the fruits of their labour.

This poses some important questions. What would a gender-inclusive coffee supply chain look like? What can be done to empower women when cultural norms and systemic structures are not supportive of gender equality?

Fairtrade works to address this gender gap and empower women. We invite businesses to join forces too.

HOW CAN YOUR BUSINESS SUPPORT?

Collaboration is crucial to drive impact further. No matter where your business stands in the coffee supply chain, your business can make a difference by:

- **Expanding market opportunities** in partnership with women farmers
- **Advocating for change** along the supply chain, by encouraging suppliers to assess gender specific risks and consider women's needs such as childcare or access to credit
- **Supporting women producers and workers** to expand their technical production and processing skills
- **Support us in advocating to policy makers** to improve legislation and help to break structural barriers, for example land ownership policies
- **Support us with funding** to replicate and expand proven interventions and enhance women's empowerment and embed gender equality in smallholder cooperative governance and membership

THE IMPACT SO FAR

Through a [commissioned gender study](#) by the Center for International Forestry Research, Fairtrade collected information and recommendations on the impact of its 2016-2020 gender strategy and the progress made through different gender interventions.

By developing supportive networks, offering gender-specific training and engaging male growers as allies, we are making concrete positive changes despite operating in challenging environments.

The external researchers therefore recommend out-scaling Fairtrade gender programmes like 'Growing Women in Coffee' and the 'Women's School of Leadership'.



'GROWING WOMEN IN COFFEE' PROGRAMME RESULTS

[Click to watch the video](#)

300 biogas units were constructed reducing the time spent collecting firewood

120 women sold branded coffee for the first time

100 women increased the proportion of AB/AA grade crops by 40%

Women deserve to earn a sustainable livelihood and decide their futures. Let's join forces to achieve greater impact when it comes to gender equality.

Fairtrade has experience in designing programmes that respond to local needs and address your business commitments. In partnership with producers, we can deepen and broaden our gender impacts, in line with the agreed global targets under SDG5.

Get in touch to collaborate with us partnerships@fairtrade.net.
Find out more information about [Fairtrade and gender equality](#).
Get started on a journey to [make your supply chain fairer](#) for coffee producers and workers.