



131% INCREASED COFFEE SUPPLY THROUGH FEMALE FARMER TRAINING APPROACH

CHANGING BUSINESS PRACTICES

By changing business practices to address unequal working conditions disadvantaging women, companies increase market share and reduce costs.



A global coffee trader met increased global coffee demand with 131% increased coffee supply by its Indonesian coffee producers through pro-actively training both female and male smallholders.

The coffee trader realized that 80% of Indonesian coffee farmers are women but training primarily reached men. Improving women's access to training, facilitating knowledge acquisition, is key for increased productivity. Including both female and male coffee farmers in trainings enabled women to gain knowledge in coffee cultivation, processing, and marketing, which narrowed knowledge gaps between women and men and boosted productivity.

Group training of both women and men increased productivity by 131% compared to 95% for groups where only men were trained.

131% INCREASED COFFEE SUPPLY IS ACHIEVED THROUGH:

- Pro-actively training both female and male smallholders on cultivation, processing, and marketing.
- Use of a training manual that considers the different roles and responsibilities of female and male coffee farmers.
- Offering trainings at convenient times and locations (close to home, limited travel) to lower participation threshold for women.

HOW TO BE GENDER SENSITIVE

Including both women and men in training increases supply of smallholders into the market

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for more examples on how integrating gender aspects results in positive business outcomes

SOURCES:

Investing in Women: New Evidence for the Business Case: IFC; 2017. (page 35)