



Working Together for Gender Equality

METHODOLOGY, RESULTS, AND ACTIONS



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ACKNOWLEDGMENTS

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DATA NOTES

As a result of rounding, percentages presented throughout this document may not precisely reflect the absolute figures or add up to 100%.

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TechnoServe is a nonprofit organization founded in 1968 that creates business solutions to poverty, partnering with enterprising people in the developing world to build competitive farms, businesses, and industries. TechnoServe and Nespresso have been working together since 2006. TechnoServe's robust technical assistance model and strong field presence have helped in adapting and expanding the AAA Program to the African context. TechnoServe has a long track record of incorporating gender inclusivity into its projects, particularly in the coffee sector, where it works proactively to overcome common barriers to women's equal participation. As a result, its programs have involved higher-than-usual rates of women's engagement, leading to increased incomes, greater empowerment, and better futures for both these women and their communities.



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Figure 1.1
Neeti Katoch (left)
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EXECUTIVE SUMMARY

Gender equality is a key concern in sustainability but by better understanding disparities, it can be more effectively addressed. To this end, Nespresso has developed a tailored tool with a goal of increasing gender equality in coffee farming. This tool, which employs rigorous data collection and in-depth analyses, can be used to assist in the development of individualized interventions to counter gender inequalities.

Gender equality can positively drive sustainability in coffee. However, because inequality remains a key concern across the industry, Nespresso has developed a gender equality strategy for its AAA Sustainable Quality™ Program. A basic premise of this strategy is that the AAA Program will implement strategies that increase women's empowerment and reduce gender disparities, and will not inadvertently perpetuate gender inequality, or worsen discrimination against women. In order to achieve these objectives, Nespresso asked TechnoServe to provide support in developing a field-tested gender tool, undertake rigorous data collection and conduct in-depth gender analysis. The next step was to generate insights to provide the basis for developing tailored, appropriate, and impactful interventions.

TechnoServe and Nespresso AAA worked together to design a tailored gender analysis tool and then extensively field-tested this tool in selected AAA Clusters in Indonesia, Guatemala, and Ethiopia. The field team customized the tool to each Cluster and used it to collect a comprehensive set of both quantitative and qualitative data, using interviews and focus group discussions with over 250 randomly selected AAA farmers. This approach was designed to maximise the number and accuracy of farmers' responses regarding their preferences, opinions, behaviours, and information as it pertains to the attitudes and decisions related to gender. The survey delved into who makes the decisions in the home and the business, and who controls the coffee production, marketing, income, assets, and labour. The report explains the development of the tool and emphasises elements which are critical to the success of the data collection process.

The report contains a selection of results from the gender analysis along with some of the proposed recommendations. For example, a key finding from Aceh, Indonesia, was that while women are eager to be more involved in coffee, most men are not supportive. Almost

all (97 percent) of the women said that they would like to be more involved in coffee farming. All of the women said that they would like to attend more training and farm visits. However, over two-thirds of men surveyed said that they would prefer if only men attended the trainings. Many men said that women's household responsibilities would be compromised if they attended coffee trainings.

In Fraijanes, Guatemala, 88 percent of women similarly said they would be keen to be more involved in coffee farming, and men were supportive of this. Currently, women do not engage in coffee farming due to a variety of reasons, and concerns around safety, low coffee productivity, fluctuations in coffee prices, and alternative livelihood options discourage women from farming coffee. Some women believe that they are less capable than men of farming coffee, largely due to a lack of confidence in their ability to manage farm workers and perform physical labour.

In Sidamo, Ethiopia, husbands and wives agree that more women should participate in trainings. All of the women said they would like to attend trainings more often and 96 percent of the men interviewed also said that they would prefer that their wives attended coffee trainings with them. While for most men the gender of the trainer does not matter, sixty-three percent of the surveyed women prefer a female trainer.

The field-tested tool and proven approach provide a blueprint that Nespresso can use to generate insights to inform the design of impactful gender interventions in other AAA Clusters. By making this report available and sharing the analysis tool, Nespresso hopes that other organizations working in coffee will conduct similar analysis in their supply chains, take actions to resolve gender disparity, and increase the empowerment of women in coffee farming.

WORKING TOGETHER FOR GENDER EQUALITY

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A woman with a pink headscarf and a colorful, patterned dress stands in a coffee plantation. She is smiling and has her hands clasped in front of her. The background shows a dirt path lined with coffee trees and a wooden fence. The ground is covered with coffee leaves and branches.

**Coffee farming is not enough
to be happy. I need much more
like my children's well-being.**



BACKGROUND

The Nespresso AAA Gender Equality Strategy is built on the UN Sustainable Development Goals' acknowledgement that equality between women and men is not only understood as a human rights issue but a precondition for, and indicator of, sustainable development.

The Nespresso AAA Sustainable Quality™ Program is a unique, green coffee sourcing approach with a strong presence in the field that combines a focus on quality, sustainability, and productivity. It aims to secure a stable supply of the highest quality coffees required for Nespresso consumers while simultaneously improving the livelihoods of the farmers who grow these coffees. The AAA Program works with over 75,000 coffee farms across 12 countries.

Recognising that gender equality is a key concern and driver of coffee sustainability, Nespresso has developed a global gender strategy for its AAA Program which aims to ensure that it is reaching and benefitting men and women equally. A basic premise of the **AAA Gender Equality Strategy 2017-2020** is that the AAA Program will not inadvertently perpetuate gender inequality, or worsen discrimination against women, but instead implement interventions that increase women's empowerment and reduce gender disparities. In so doing, the AAA Program will significantly contribute to all UN Sustainable Development Goals as gender equality is considered an enabler and accelerator of all goals.

Nespresso AAA asked TechnoServe to provide support in developing a field-tested gender analysis tool, to undertake rigorous data collection, to conduct in-depth gender analysis, and to generate insights to inform the development of tailored, appropriate, and impactful interventions.

TechnoServe and Nespresso AAA worked together to design a tailored gender analysis tool and then extensively field-tested this tool in selected AAA Clusters in Indonesia, Guatemala, and Ethiopia. Once the tool was customised, the field team used it to collect a comprehensive set of both quantitative and qualitative data, using interviews and focus group discussions with over 250 female and male coffee farmers randomly selected from the AAA Clusters.

This final report is comprised of the findings from the gender analysis, conducted using the customised data set for each of the Clusters, along with proposed recommendations. The field-tested tool and proven approach provide a blueprint that Nespresso can use to generate insights to inform the design of impactful gender interventions in other AAA Clusters.

Objectives of the Nespresso AAA Gender Equality Strategy 2017-2020



AAA reaches
and benefits men and
women equally



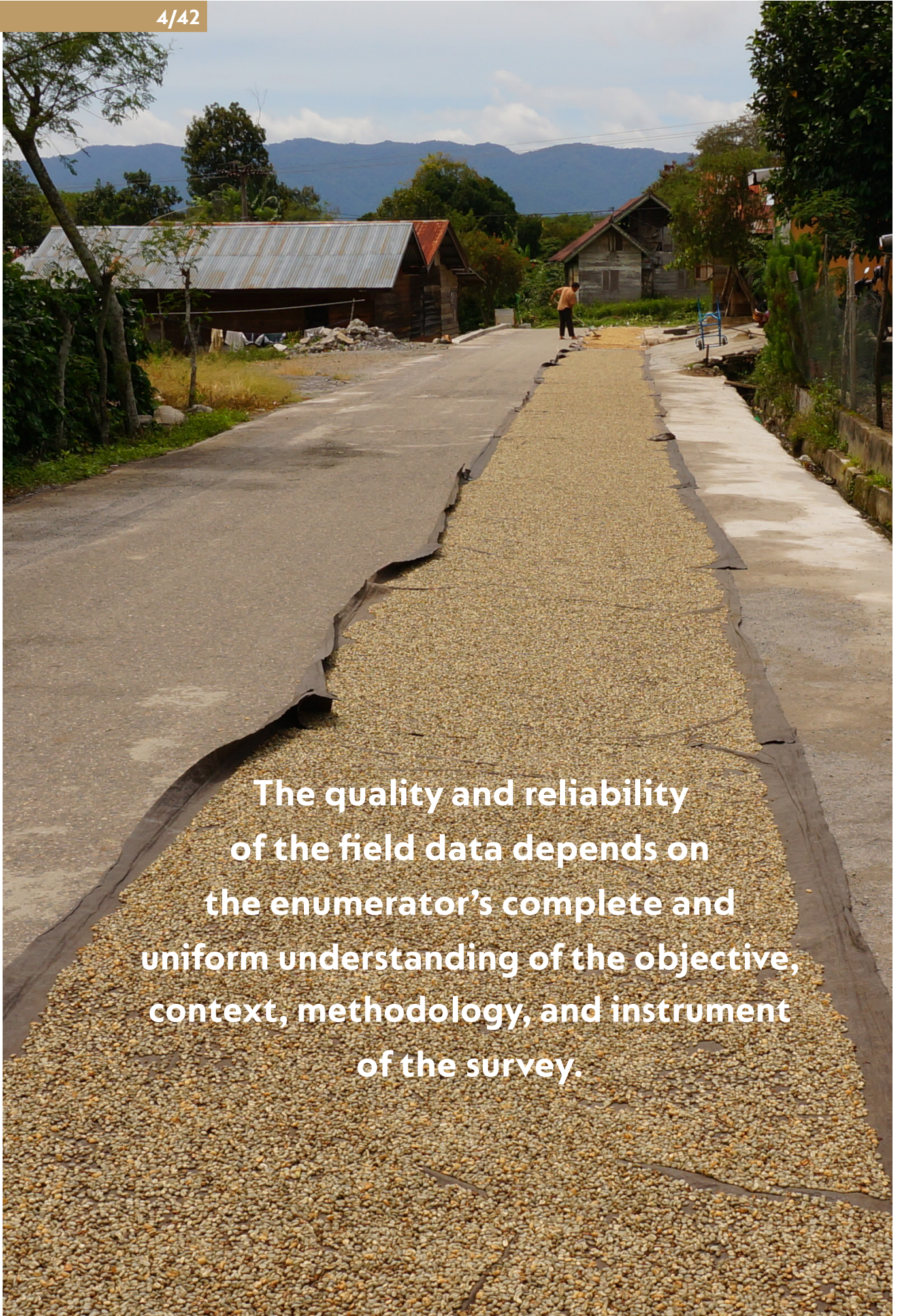
Targeted interventions
reduce gender disparities
and increase
women's empowerment



AAA agronomists,
field managers,
other Nespresso
employees and suppliers
are better informed
and gender-sensitised



Nespresso contributes to
a sector-wide change



The quality and reliability of the field data depends on the enumerator's complete and uniform understanding of the objective, context, methodology, and instrument of the survey.



RESEARCH METHODOLOGY AND LESSONS LEARNED

This section reviews the survey methodology used for the Nespresso AAA gender analysis and the lessons learned regarding the most effective survey design, field implementation, and analysis.

OVERVIEW

The gender analysis studied a sample of male and female Nespresso AAA coffee farmers using a specially designed and field-tested questionnaire, open-ended follow-up questions, gender-aware field procedures, and a tailored interview technique. This survey methodology was designed to maximise the number and accuracy of farmers' responses regarding their preferences, opinions, behaviours, and factual information as it pertains to gender dynamics centred around the household's decision-making and control of coffee production, marketing, income, assets, and labour.

Gender specialists from both Nespresso AAA and TechnoServe worked together closely and with the research team throughout the study. They were responsible for drafting the tool, and for further developing it during each field-test. They drafted the recommendations based on the survey findings combined with their expertise and existing literature.

NESPRESSO AAA PARTNER SUPPORT

A critical component to the success of the field activities was the on-the-ground support provided by the knowledgeable, trusted, and committed Nespresso partners in the three countries. The Nespresso partner organisations were instrumental in providing both farmer-related information and field-logistics support.

The provided farmer-related information included:

- the complete farmer list for the AAA Cluster, including relevant demographic data (to ensure confidentiality, the field team conducted the analysis using a participant code instead of personal information such as names or addresses);
- detailed information about the groups into which the farmers were organised (e.g. based on buyer or farmer trainer), including their location, accessibility, security, and stakeholder relations; and
- detailed information regarding the AAA Program that has been implemented within the Cluster and the participation of the various farmer groups.

Field-logistics support included:

- speaking to the farmer group leaders, explaining the purpose of the gender analysis, and obtaining their buy-in and support;
- introducing the field-based survey team to the farmer-group leaders and farmers;
- identifying two private interview sites for each farmer group (one site for women and another for men) which often meant finding four different interview sites every day, given that two focus groups were typically conducted in the morning and two in the afternoon;
- locating and contacting the selected sample farmers, often in person, explaining the survey and its purpose, and inviting the sampled farmer and their spouse (if married) to the survey interview locations at the agreed time and day. In those Clusters where the AAA Program was still new and not well-known, it was more difficult for the partner to reach out to farmers to attend the interviews. Consequently, some Clusters had a higher drop-out rate from the sample than other Clusters. The team provided a longer reserve sample to compensate for the drop-outs;
- on the day of the survey, following up with farmers to ensure that the sampled farmers – and only the sampled farmers – were present at the survey location, welcoming them and ensuring that they feel comfortable, and keeping interested on-lookers and other distractions and disturbances away during the interview process;
- ensuring that the farmers were aware that their participation was appreciated and answering any follow-up questions from farmers or stakeholder; and
- ensuring that the survey team had cars and experienced drivers to transport them to and from the survey locations, which were often remote, thus requiring several hours of driving between interview sites.

FIELD TEAM & SUPERVISOR

Each Cluster had a team of two to three externally-hired enumerators managed by a Field Supervisor, who had overall responsibility for the quality and quantity of data gathered from the field. In Ethiopia, the field team also included a Field Coordinator to organise the farmers. In addition, in each Cluster, the AAA provided on-the-ground coordination support. The Field Supervisor was instrumental in ensuring that the survey field process was implemented consistently across the three countries, apart from necessary adaptations to the specific Cluster context. The Field Supervisor worked closely with the AAA partner in each Cluster to plan and manage all aspects of the fieldwork.

Interviewing spouses separately was a core part of the process to identify perception and information gaps between the sexes. The team anticipated – due to patriarchal cultural norms in the three Clusters – that female farmers would be more comfortable participating if all the people present at the interview were also female. Field pilots conducted prior to implementing the survey in each Cluster confirmed this hypothesis. Therefore, the Field Supervisor, as well as all the enumerators who interviewed female farmers, were women. Male farmers were found to be comfortable being interviewed by either female or male enumerators.

The Field Supervisor had a complex role which included:

- coordination of all field activities;
- final selection and training of enumerators;
- refining the survey tool while also adapting it to the local customs and norms;
- simultaneously working in three languages (English, the local language, and the farmer's mother tongue);
- ensuring the highest data integrity including data capture on paper, translation to English, electronic data entry and back-checking, and data cleaning; and
- data analysis, interpretation, and development of recommendations.

Due to the demanding, multi-dimensional nature of the role of Field Supervisor, the person hired for this position was a master's degree graduate with extensive experience in implementing gender-focused field surveys in developing countries as well as conducting quantitative and qualitative analyses.

A critical element to the success of the survey was ensuring that the enumerators of the survey were well trained and gender aware, as well as having surveying experience, familiarity with coffee farming, high levels of social sensitivity, and excellent attention to detail. To ensure fulfilment of these criteria, the enumerator selection and training process was intense, taking approximately six to eight weeks to complete.

The enumerators were selected by a competitive recruitment process which involved:

- an initial screening of CVs based on surveying experience, educational level, and language proficiency (in both English and the local language);
- interviews which tested their gender sensitivity, attitude, capabilities, familiarity with coffee and agronomy, and language proficiency; and
- field tests which involved several days of training on the draft survey tool, followed by testing the candidates' ability to understand the context and purpose of the questions, how to frame and deliver the questions, and how to interpret the answers and translate them accurately into English.



Figure 3.1
Coordination of field activities, Sidamo



Figure 3.2
Enumerator training, Aceh



The quality and reliability of the field data is dependent on the enumerator's complete and uniform understanding of the objective, context, methodology, and instrument of the survey. This was difficult to achieve because, at the beginning of the field work in each new Cluster, the survey instrument itself needed to be tested and adapted to suit the cultural context, gender norms, and coffee market system. Repeated enumerator training and coaching was conducted, starting with a two- to three-day training, followed by refresher trainings, often daily for the first week, supplemented by ad hoc coaching and guidance.

The content of the enumerator training included:

- **The background and objective of the study**

It was highlighted that the focus of the survey is to understand how the AAA Program is currently impacting women and men in coffee-farming households. The coffee supply-chain in the selected Cluster was discussed, especially the local coffee production terminology used by the farmers.

- **Sample selection**

It was explained to the enumerators that the random selection of the interview sample was necessary to provide a broad understanding of the gender empowerment in the selected areas. Consequently, it was emphasised that they endeavour to complete all assigned interviews to ensure that the correct number of people are included in the survey.

- **Survey organisation**

The team structure and field plan were shared with the enumerators. The structure of the interviews and their implementation was explained in advance. For example, it was explained in detail to interview the husband and wife separately and how to manage a group interview.

- **Survey questionnaire**

The enumerators were thoroughly trained in using the questionnaire; they then practiced in pairs while being observed by the Field Supervisor so that clarifications could be made, technique improved, and consistency maintained. They were also prepared for possible responses, including questions outside the scope of the questionnaire, such as contact information for follow-up questions. The questions were explained using uncomplicated language which could be easily understood by the enumerator and easily translated by the enumerator into the local language.

- **General guidance for the field**

The enumerators were guided through good practices of survey conduct, such as:

- confidentiality of the survey and respondent data;
- greeting, thanking, and answering respondent questions. The enumerators were trained to ask questions in a gender-sensitive manner and to maintain neutrality throughout the interview; and
- gathering information. The enumerators were taught how to record all qualitative information which may not be directly coded into the questionnaires.

- **On-going training and coaching**

The enumerators were also given regular refresher trainings; these were daily at the outset and supplemented by ad hoc coaching and guidance.

The Field Supervisor conducted a field review with the field team at the end of each day, including quality checks of two to three randomly selected questionnaires. The Field Supervisor documented the field observations including any field-work related problems and any special characteristic of the area (e.g. women not being allowed to attend the interviews, high proportion of older or migrant population, etc.). The Field Supervisor also led semi-structured interviews to gain a deeper understanding of any special group which may not be adequately represented in the quantitative survey (e.g. widows and young, single women).

Figure 3.3
Interviewing female farmers, Sidamo



SAMPLE SELECTION

To create the sampling frame, the Nespresso partner in each country was asked to provide a full list of registered Nespresso farmers for the Cluster under study. This list included demographic details of the farmers, including their name, location, sex, and the farmer group to which they belonged, including their name, location, sex, and the farmer group to which they belonged. Direct personal identifiers such as name or phone number were removed and replaced with a numerical participant ID. The different farmer groups within the list were reviewed with the AAA partner to understand the characteristics of the groups or sub-groups (e.g. cooperatives or training groups) including their:

- geographical location;
- accessibility by car;
- security issues;
- stakeholder/community relations; and
- length and nature of the groups' participation in the AAA Program.

Groups with significant logistical or security challenges were removed from the sample frame. The remaining groups were then stratified by criteria – such as location, trainer, or collector – and randomised at the group level. Within the groups, the farmers were disaggregated by sex and then, using a random number generator, randomly selected to ensure that 50 percent of the sample were women and 50 percent of the sample were male. Given that all the farmer lists had a majority of male farmers, female farmers were oversampled to ensure equal representation. The sample of farmers included the main sample and a “reserve” in case selected farmers could not be located or were not able to participate in the survey.

SURVEY TOOL DEVELOPMENT

The development of the survey tool (see Appendix I) was an intensive, multi-stage process managed by gender experts within Nespresso and TechnoServe. The first stage involved reviewing Nespresso AAA's Gender Strategy and determining which data the survey tool should provide in order to produce a gender analysis that would lead to draft recommendations on gender-focused interventions. It was decided that the survey tool would be a questionnaire designed to be administered in person to coffee farmers in their community.

The starting point for the tool was the Women's Empowerment in Agriculture Index (WEAI), created by the International Food Policy Research Institute (IFPRI), Oxford Poverty and Human Development Initiative (OPHI), and USAID's Feed the Future. This tool was chosen because it is a comprehensive and standardised measure that directly captures women's empowerment and inclusion levels in the agricultural sector. The WEAI tool and methodology was reviewed and adapted based on the specific needs of AAA and the field experiences of AAA and TechnoServe. The edited version of the tool was provided to IFPRI for their suggestions and comments.

Once the team travelled to the Cluster, the survey tool was tested with both the enumerators and the farmers to adapt and refine the tool and methodology. The survey responses gathered during the testing phase were not included in the final analysis. Finally, the questionnaire was translated, refined, and released with clear instructions and guidance to the enumerators.

The tool was originally written in English and translated into the national language; however, especially in Sidamo, most farmers were not conversant in the national language. To overcome this, enumerators who spoke English, the national language, and the local mother tongue were chosen as they were able to translate to the Field Supervisor, edit the national language survey tool, and speak to farmers in their local language. The qualitative information that was collected during the interviews was recorded in the language spoken by the farmer and later translated into English.

Since the phrasing of a question can have a significant impact on how questionnaire respondents understand and/or answer the question, a significant amount of time – often several field days – was spent testing the phrasing of the question in the local language to ensure that both the question and the farmers’ responses were being interpreted correctly.

The survey tool was designed to include both open-ended, free-response questions and closed questions with multiple-choice answer options. The free-response questions were used to capture more detail on topics such as the ways in which female farmers would like to be more involved in their household’s coffee production.

The order of the questions was carefully arranged to ensure that the survey started with the more straightforward topics while the more sensitive or personal topics were placed in the body of the survey or

towards the end. The questions were also ordered to create a logical flow so that one topic naturally led to the next. The same questions were asked to both men and women. Only the closing questions were different as these, for example, focus on the barriers only women would face.

The enumerators were trained to start with a short introduction, before beginning the survey, in which they introduced themselves, the organisation they were representing, the length of the survey, its purpose, the confidentiality of their answers, and how the data gathered would be used. The farmers were then asked for their consent to both the survey and the taking of photos; the survey was given, and the photos taken, only with the farmer’s consent.

Some answer options were difficult to explain with words; therefore, pictorial diagrams were used to illustrate the answer options (see Appendixes II and III). This method was particularly useful for the decision-making and life satisfaction questions. For example, for the decision-making questions, the range of pictorial answer options involved culturally appropriate pictorial representations of a man and a woman; the person making the decision is represented as larger than the person influencing the decision, of equal size if they decided together, or either man or woman were shown alone to represent that the person pictured made the decision alone, without input from others.

Figures 3.4
Participants using life satisfaction chart, Aceh



Figures 3.5
Participant using decision-making chart, Fraijanes



FIELD SURVEY PROCESS

The survey process involved interviewing the members in the sample and their spouse, i.e. two adults per household.¹ Hence, if the selected farmer was a woman, then her husband was also invited to be interviewed; likewise, if the selected farmer was a man, then his wife was also invited to be interviewed. If, however, the selected farmer was a widow, divorced, separated, or single, then only she or he was interviewed from that household.

During the pre-testing of the survey, the team found that trying to isolate a woman on her own for the purposes of the interview was challenging for many reasons: the questionnaire's length of roughly an hour; the personal nature of the questions which indirectly asked about relations between the interviewee and her husband; the misalignment of cultural norms which occurred when the interviewee's husband was requested to wait nearby but not to listen; and the presence of curious neighbours, friends, and other family members who tried to listen and/or watch, which negated the promise of confidentiality. While women felt uncomfortable during individual interviews, they expressed their opinions more freely in a small-group setting. To address this issue, the questionnaire was administered in small, same-sex groups consisting of two to five participants. The group size was chosen according to what worked best during the test phase.

The male and female groups were interviewed in separate locations so that they could not hear each other's answers. The location for the interviews was selected by the Nespresso partner based on several factors, such as the ease of finding and accessing the location; farmers' trust in the location; the privacy provided by the location; the relative proximity of the location to the male or female groups (close, but not too close to prevent confidentiality); the low number of distractions in the location;



Figure 3.6
Interviewing female farmers under a tree, Sidamo

Figure 3.7
Children present during the interview, Aceh



and the shelter and comfort provided by the location. In most cases, the location for the surveys was either a person's lounge room, under a tree, in an outdoor covered porch, or in a community space. Where interviews took place in an open field or under a tree, they generated a lot of excitement in the village, leading to many curious onlookers. Since respondents may not have been able to respond honestly in their presence, the onlookers were politely asked to leave; in the most extreme cases, the interviews were suspended or rescheduled with the respondent's consent. The role of the Field Supervisor was crucial in managing the onlookers and ensuring intimacy.

Women often came to the interview with their young children, leading to distractions and shorter attention spans. The team tried to mitigate this challenge by providing snacks for the children and sitting in a close circle to establish comfort and trust. The enumerators were instructed not to hurry the respondents and to allow them time to answer the questions at their ease. Consequently, the women's interviews took longer than the men's interviews. For example, in Aceh, Indonesia, the median interview duration was 10 minutes longer for women than for men. Participants also took more time to understand the questions due to the low level of literacy. Use of pictures and detailed explanations were important in this context.

Even with the amount of care given to the design and dynamics of the space in which the interviews were held, respondents were always given the option to refuse to answer a question or even to stop the interview entirely.

All the survey answers were recorded on paper and entered by one or more enumerators into a spreadsheet. The enumerators were tested, and only those with sufficient accuracy and speed were given the job of data entry. The data entered was monitored, back-checked, and cleaned by the Field Supervisor.

¹ In the case of polygamous households, only one wife was interviewed to prevent oversampling from a single household.



VALIDITY AND INTERPRETATION OF RESULTS

The findings from this field research need to be interpreted with the following in mind:

1. Quality data but with limited external validity

Broadly, the study does not quantify effects for all farmers in the Cluster but attempts to document the presence of gender differences within the Cluster. Deeper qualitative discussions with the respondents and rigorous conduct of the study were given higher priority than the sample size. The study recognises the limited applicability of the results outside the Cluster.

2. The study is descriptive and not inferential

The study follows a "case-study" approach and, as such, is not inferential. While inferential studies answer a defined question for the total population, the case-study method allows the team to develop a broad understanding of a multi-faceted, complex topic, such as gender. The study provides insights by making within-sample comparisons, such as within-household comparisons.

3. Self-selection and response-order bias

The team observed that women who attend the interviews are also possibly those who enjoy greater freedom in the community. This was most pronounced in Aceh. If the more empowered women self-select into the discussions, then the gender gap found in this survey is likely to be underrepresented. Also, a bias was introduced due to the order of response of the participants in the focus group. A participant is more likely to be influenced by the earlier responses. To help mitigate the bias, the team randomised the order in which the participants responded to each question.

4. Survey reflects self-reported perceptions

The study reflects individuals' stated responses, which may or may not align with the reality, for example, regarding participation in AAA activities. Amongst others, the main reasons for inconsistencies would be:

- **real perception bias:** believing something that is not true;
- **right response bias:** trying to tell the enumerators what they want to hear; and
- **recall bias:** being unable to remember correctly.

DATA ANALYSIS

The data analysis was conducted in Stata with graphs created in Excel. The data for each question was segmented to illustrate the gender dynamics related to the question and, if appropriate, was cross-tabulated with data from other questions. For example, questions that highlighted information asymmetries within the household were analysed using only data concerning people whose spouse was also in the data set. In contrast, in the analysis of questions that examined only the difference in opinion between women and men, the data was simply disaggregated by sex prior to undertaking the calculations.



Women in Aceh are heavily reliant on their husbands and other family members for information about coffee practices.

INDONESIA ACEH CLUSTER

SAMPLE AND DATA COLLECTED

Nespresso has recently partnered with Olam International to source coffee from Aceh province in Indonesia. The surveyed Cluster is organised around a cooperative called Ara Cahayani Gayo. Since the Cluster is new to the AAA Program, trainings and farm visits have yet to start.

The field team visited Aceh, Indonesia in October 2017 and interviewed 86 participants (42 women and 44 men) across the AAA Cluster. Participants were selected from a random sample, taken from the list of members registered with the cooperative. Of the 36 villages in the cooperative, the sample covered nine villages across five sub-districts. Sampling was conducted at the village-level for ease of carrying out the surveys. Women were oversampled (~50 percent of the sample) to ensure adequate representation.

Organising the farmers was challenging in the Aceh Cluster. Although a reserve sample list was provided in case the farmers were unavailable to attend, about 35 percent of interviewees were outside the randomly-generated sample. Both the husband and the wife were interviewed in only 16 of the 70 households (see Table 4.1).

Field testing of the tool revealed that women felt most comfortable answering questions in group settings. Therefore, same-sex group interviews, of typically four to five participants, were conducted.

ACEH GENDER ANALYSIS: SELECTION OF FINDINGS

Note: the following is an extract of the full report, which is available upon request.

Nespresso AAA farmers surveyed in Aceh represent mostly young, married households, working together to produce coffee. Participants were typically under 45 years of age and had basic formal education, which was comparable between men and women. They relied on coffee as an important source of income. Both men and women stated that life satisfaction is highly related to coffee farming.

Men have much greater mobility by motorbike than women. The ability to ride a motorbike was found to be a key indicator of mobility in Aceh. Only 55 percent of women, compared to 98 percent of men, stated they could ride a motorbike, thus severely constraining their daily mobility.

Figure 4.1
Interviewees and enumerators, Aceh



	Number	Percentage
Interviewed	86	
Men	44	51%
Women	42	49%
Outside the sample	30	35%
Households covered²	70	
Married couples present	16	23%

Table 4.1

Women and men have a different perception as to who owns the coffee land, with men reporting less equal division of land ownership. The perception gap was most pronounced in the absence of a land title, where ownership can be more easily disputed which is the case for most of the coffee farmers. Where no land title is present, women most commonly believe that the land is owned jointly (45 percent) and men most commonly believe that land is held by them (37 percent).

² For broad trends, the overall responses of men and women were looked at, irrespective of the presence of both spouses. For the intra-household analysis, the responses of husbands and wives who were married to each other were compared.

While women report managing the household’s income, the decision-making of expenses is shared by husband and wife.

Women appear to be the main financial managers and are mostly responsible for savings. Interestingly, a significant minority (30 percent) of women sampled also reported that they received the money from coffee sales. However, the actual control of the household’s money is shared with the husband. Women and men agree that the wife alone decides minor expenses while major expenses are decided together. Most respondents (men and women) reported deciding their personal expenses on their own. In the qualitative interviews, women said that they found it difficult to refuse expenses considered important by the husband.

Most married households divide coffee-production tasks between husband and wife.

Women are more involved in harvesting while men are typically more involved in pruning and weeding. There is a joint participation in applying compost, delivering cherries, and receiving money from coffee sales. Decision-making about an activity is mostly aligned with whoever performs said activity; for example, men make most of the decisions about pruning while harvesting decisions are mainly made by women, either individually or with the husband.

Women are heavily reliant on their husbands and other family members for information about coffee practices.

Both men and women believe that the husband knows more about coffee agronomy practices. 41 percent of the women (compared to zero percent of the men) said they rely solely on their spouse for coffee agronomy information. For 68 percent of male respondents, compared to 49 percent of female respondents, parents and family members were the main source of information on coffee.

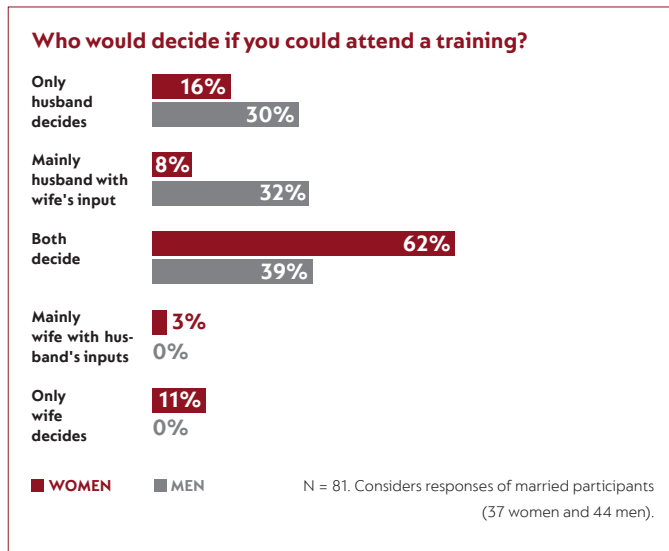


Figure 4.2

Men have decision-making power over who would attend training.

The Nespresso Cluster is new, and trainings and farm visits have not yet been implemented by the AAA Program. Sixty-two percent of men say that mainly they would decide whether to attend training or not. Only 14 percent of women say they themselves would decide to attend training. The gender of the trainer or training groups did not matter to most men or women.

Figure 4.3
Male participants, Aceh





While women are eager to be more involved in coffee, most men are not supportive. Female participants expressed a strong desire to attend more coffee-related training and farm visits. Almost all (97 percent) of the women said that they would like to be more involved in coffee farming. All (100 percent) of the women said that they would like to attend more trainings and farm visits. However, over two-thirds of men surveyed said that they would prefer if only they attended the trainings. Many men said that women’s household responsibilities would be compromised if she attended coffee trainings.

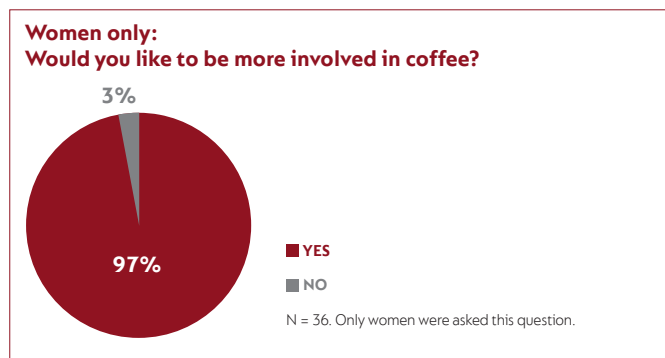


Figure 4.4

“I need to learn so much. How should I take care of the coffee farm? How should I do it properly so that my crops multiply? How should I apply fertiliser to get a better harvest?”

(female participant)

“I want to be more involved; who knows, maybe someday I can also be a coffee collector.”

(female participant)

The barriers to greater involvement of women in coffee are heavily socially entrenched. Women cited lack of knowledge, lack of husband’s permission, cultural norms, and time constraints from the household chores as reasons for not playing a larger role in coffee production.

“I have only known how to apply fertiliser. I do not know how to prune. Only my husband knows [about] it.”

(female participant)

“I am afraid to get more involved in coffee farming. If I do it [pruning] the wrong way, my husband will get very angry.”

(female participant)

“It depends on my husband. He will allow me to go as long as I take good care of my children.”

(female participant)

Female-headed households face unequal access and discrimination. The lack of information is a key challenge for widows who struggle to manage their coffee farms. Cultural constraints, such as stigma attached to talking with men, exacerbates the challenges that single women face.

“I don’t have a husband anymore. As a widow, going alone to meet a man at the training is not considered honourable. I am here today because my daughter-in-law is also present. After my husband died, the coffee production on my farm fell. I did not know how to take care of it.”

(female participant)

Most men reported a preference that only they attend training. 71 percent of the men said that they would prefer if only the husbands attended the trainings.

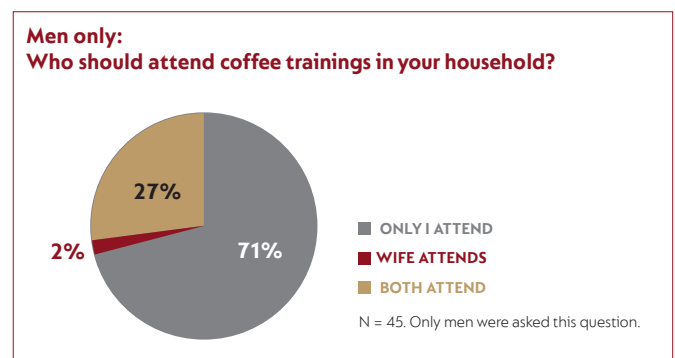


Figure 4.5

“My wife will probably forget what she learns.”

(male participant)

“It will not work because the kids will cry and it will be a mess.”

(male participant)

“It is me who takes care of coffee farming. Then why should my wife come to training?”

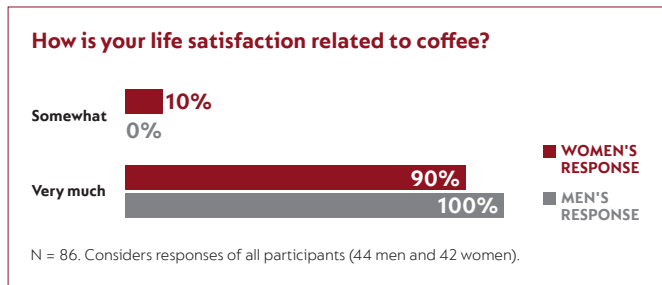
(male participant)

However, a minority of men (27 percent) said that they would prefer if both, husband and wife, would attend trainings. These men can be potential partners for women’s empowerment interventions.

“I might support my wife to attend coffee training. Who knows, if I die first, at least my wife know how to farm coffee.”

(male participant)

Figure 4.6



Participants were asked about their life satisfaction and its relationship with coffee. This was to begin a conversation about the welfare of coffee farmers, generally, and the extent to which coffee-related activities can influence that, specifically. The study was interested in differences in life satisfaction between the sexes and how they have evolved over time.

Life satisfaction has slightly improved for both men and women over the last five years. Most participants said that, currently, they are neither satisfied nor dissatisfied. More participants were likely to say they were dissatisfied five years ago.

Both men and women reported that life satisfaction is closely related to coffee farming. Nearly all respondents answered that their life satisfaction was “very much” related to coffee.

“I learnt from word-of-mouth how to use the compost effectively. My level of life satisfaction jumped from one to five in five years due to the subsequent increase in coffee productivity.”

(male participant)

Coffee farmers were asked about their aspirations and life goals, in the broadest sense. This was to understand what drives coffee farmers and how this differs between men and women. Information about life goals helps inform recommendations to improve farmer livelihoods.

Going on a religious pilgrimage, supporting children’s education, and house improvement are important life goals for the participants. Going on *hajj*, an annual Islamic pilgrimage to Mecca, was important for both male and female participants. Many participants (men and women) desired a better education for their children. Other life goals included renovating their house and travelling abroad.

Figure 4.7
Field team with female participants and their children, Aceh





RECOMMENDATIONS FOR GENDER INTERVENTIONS IN ACEH

The findings from the Aceh Cluster were pronounced: surveyed women expressed an interest in greater involvement in coffee, but they face clear social barriers to doing so. This is not unexpected given what is known about the entrenched cultural norms around gender in Aceh.

The benefit to the community and to Nespresso of increased women's involvement in the Aceh Cluster could be large. The study found that most married households divide coffee production tasks between husband and wife; yet, women lack training and information on coffee production. Female-headed households face low productive capacity and lack of access to knowledge. Many married female respondents were concerned about the severe economic repercussions for their family and the constrained access to a wider set of resources which often follow the death of the husband. Even if a widow inherits her husband's land, she has lower access to information and social support concerning the manage that land. Furthermore, she faces constraints on her mobility (required to pick up inputs, and to deliver coffee cherries) and her labour due to social norms and physical strength. The recommendations, therefore, focus on ways to sensitise men and the community to the potential benefits of greater involvement of women in order to address some of these social barriers.

Interventions could include:

- **Setting clear gender targets for the percentages of female agronomists, women's training attendance, and perhaps cooperative membership/leadership.** Nearly all women (97 percent) reported that they would like to be more involved in coffee. The Aceh Cluster, still in a nascent stage, has great potential to create a AAA Program that is fully inclusive of women and men. However, to achieve this outcome, it will first be necessary to set clear gender targets so that any gaps can be identified, and AAA can be explicitly designed and implemented to achieve the desired gender goals. A gender-integrated monitoring system would need to be implemented to enable tracking and reporting of progress against targets.
- **Attracting and retaining female agronomists/trainers.** Currently, none of the 10 AAA agronomists in Indonesia are women. This is not only a disincentive to the 19 percent of women who stated a preference for a female trainer but also misses the opportunity for AAA to demonstrate to the community its own commitment to greater female inclusion in coffee. Attracting and retaining female agronomists will necessarily involve making the recruitment process and work environment female-friendly. For instance, recruiting trainers based on their performance at a training-of-trainers workshop allows women to demonstrate their skills. The development and implementation of a sexual harassment policy will ensure that the work environment is safe for women.
- **Sensitisation of husbands to the increased inclusion of their wives in coffee.** While most women indicated that they would like to increase their involvement in coffee, men largely believe that they alone should represent their household at coffee trainings. This belief by men is a significant barrier to women's participation because, in most households, he is involved in deciding whether his wife will attend a training. It is therefore critical that husbands are convinced of the benefits to themselves, their family, and the community. This can be achieved through gender trainings and dialogue – led by community leaders or the AAA partner – and supported through the promotion of the AAA Program by role models.
- **Setting the time and place of trainings/farm visits to maximise women's attendance.** Due to women's reproductive and care burden, they work several hours per day more than men and have far less time flexibility. In addition, women are much more constrained in their mobility, e.g. only 45 percent of women reported being able to ride a motorbike, the main form of transport, versus 98 percent of men. Hence, given the objective to ensure that both women and men can participate in AAA activities, it is important to set the time and locations that are responsive to the time and mobility constraints of women. This includes being mindful of the time of trainings and farm visits, the location and transport options, minimising overnight trainings, and providing sufficient notice periods prior to the training to enable women to organise their domestic care duties in their absence. Women also need to feel safe and secure in the training location and while travelling to and from the venue.

1983 20

7ª APLICACION

Simeoa Jimenez
Eusebio Aguilar
Hermelinda Muñoz
Carlos Muñoz
Jose Jimenez
Eulalio Cortez
Manuel Castilla
Abelino Lopez
Maximiliano Interiano
Vidal Jimenez
Oscar Muñoz
Teodilo Durron
Freddy Interiano
Eusebio Jimenez
Gilberto Jimenez
Emilio Maldonado
Manuel Antonio Aguilar
María Talle Cruz
Cristoval Aguilar
Aguedo Interiano
Adela Gonzalez
Miguel Cruz
Rogelio Cruz
Ismael Gonzalez
Domitila Jimenez
Dionicio Lopez
Gustavo Aguilar
Pedro Maldonado
Edin Brinda Jimenez
S. Armando Lopez
Raul Cruz
María Cristina Muñoz
Amilido Gomez
Victor Alfredo Lopez
Agaton Jimenez
Durrion
Cry Gonzalez
Lopez
Maldonado

Women in Fraijanes reported wanting greater involvement in coffee, and men were supportive of them.



GUATEMALA FRAIJANES CLUSTER

SAMPLE AND DATA COLLECTED

In Guatemala, Nespresso has partnered with Efico since 2007 to implement the Nespresso AAA Program in Fraijanes. The AAA Fraijanes Cluster is comprised of 321 farmers from five cooperatives, with an average coffee farm size of 5.7 hectares, and one large farm of 188 hectares. Farmers sell coffee cherries to the cooperative, which conducts wet milling and drying. The cooperative then sells parchment coffee to Federación de Cooperativas Agrícolas de Productores de Café de Guatemala (FEDECOCAGUA), which processes it and sells to Efico, who supplies Nespresso. FEDECOCAGUA is an umbrella association of local cooperatives and operates across Guatemala.

In November 2017, the field team interviewed 84 participants (44 women and 40 men) in Fraijanes. Participants were selected from a random sample, taken from the list of members registered with the cooperatives. The sample covered four cooperatives across the two sub-districts (Santa Rosa and Jalapa) of the Fraijanes Cluster. Sampling was done at the cooperative level for ease of conducting the surveys. Women were oversampled (~50 percent of the sample) to ensure adequate representation.

Individual interviews and same-gender group interviews of up to four participants were used to meet the needs and preferences of farmers participating in the study. Group interviews were generally preferred by participants who lived near the cooperative, where these meetings could be held. However, some participants lived in remote locations, were not able to travel, and/or preferred to be interviewed at home. Compared to other Clusters, women from the Fraijanes Cluster were more comfortable being interviewed on their own.

FRAIJANES GENDER ANALYSIS: SELECTION OF FINDINGS

Note: the following is an extract of the full report, which is available upon request.

The AAA farmers surveyed in the Fraijanes Cluster represent mostly middle-aged, married households. Participants are typically above 45 years old, have a low level of basic formal education, and rely on coffee as an important source of income. While men engage in farming, women mostly manage the household and small businesses. Only two men (five percent) stated they had an occupation other than farming.

There are perception and information gaps around land ownership between men and women. Most men (compared to a smaller proportion

Figure 5.1
Interview in a small group, Fraijanes



Snapshot of the data collected

	Number	Percentage
Interviewed	84	
Men	40	48%
Women	44	52%
Outside the sample	3	4%
Households covered	51	
Married couples present*	33	65%

* Married couples include those in a free union

Table 5.1

of women) believe that some or all of the household's coffee land is titled exclusively in the husband's name. Women also tended to lack awareness about their household's coffee land size. Twenty percent of women were unsure about the size of their coffee land, whereas all men could provide an estimation of the size of their household's coffee land holdings.

Coffee production is dominated by men, while women only engage in harvesting. Mostly men contribute to the coffee production activities of pruning, weeding, applying fertiliser, and harvesting. Harvesting is the only activity where women also engage in coffee farming. Men and women agree that men make most decisions about coffee production.

Coffee is the main source of household income. Men and women agree on its importance, with 78 percent of men and 75 percent of women saying that it was the main source of income for the household. In contrast, only 15 percent of the sampled population reported that coffee is not the main source of household's income.

The financial management section of the tool asks participants to report about who manages the household income and savings activities. Questions on financial decisions were also included in the decision-making section of the tool. Responses are displayed from both husbands and wives in married couples where both partners participated in the study. Comparison among married couples allows us to examine the reported division of authority across multiple decisions for the same household.

Men appear to be the main financial managers, although some households divide the responsibility between husband and wife. About 60 percent of the respondents (both male and female) agree that the husband is the manager of the household's income.

Major expenses are usually decided together or by the husband. Men are more likely than women to state that both partners decide together. There is a perception gap in the decision making of major expenses. Most men (67 percent) believe that major expenses are decided together, compared to only 42 percent of women. A significant majority (36 percent) of women said that the husband decides major expenses alone, but only 15 percent of men reported the same.

Women and men agree that they decide on their own personal expenses. Over 80 percent of the married men and women said they decide alone on their personal expenditure. Typical personal expenses for women include clothes and cosmetics while personal expenses for men include razors and clothes.

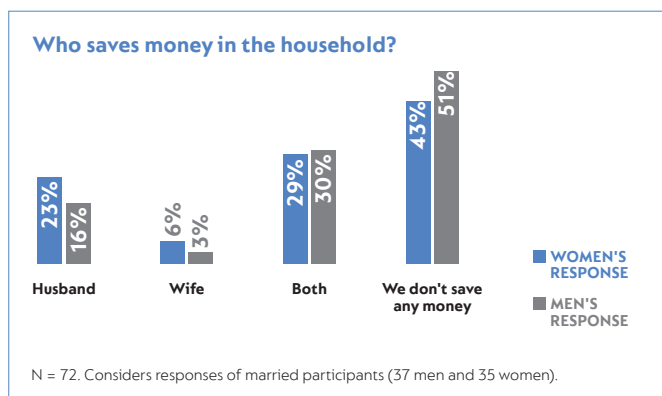


Figure 5.2

About half of the respondents say that they do not save any money in their household. If they do, it is typically done jointly or by the husband. Bank accounts are the most popular form of saving.

A significant proportion of women receive no information about coffee agronomy. Forty-one percent of women report not receiving any coffee agronomy information from a source other than their husband. Both women and men believe that the husband knows more about coffee agronomy practices. Men are more familiar with Nespresso, FEDECOCAGUA, and the cooperative. Men are also more likely to have been personally invited to a coffee training than women.

Men are more likely than women to decide about attending training. Most men (73 percent) decide for themselves whether to attend training or not, compared to only 14 percent of women. **46 percent of the married women interviewed say that their husband decides whether they attend the training or farm visit.**

Women are much less likely than men to have been personally invited to training. The majority (74 percent) of men said they have been personally invited to a coffee training compared to a minority (36 percent) of women. Half of the interviewed women, compared to only 15 percent of men, say that they have never been personally invited to any coffee or non-coffee training.

The gender of the trainer does not matter to most men and women. About 25 percent of the women interviewed prefer a female trainer. A small proportion of both men and women prefer a male trainer.

When asked why the gender of the trainer does not matter, most participants said that knowledge transfer was more important than gender:

“What matters the most is the knowledge delivered, so we can know more.”

(male participant)

When asked why they preferred a female trainer, participants pointed to greater trust and comfort:

“I can learn equally [well] from both, but I will be more comfortable asking questions to a woman trainer.”

(female participant)

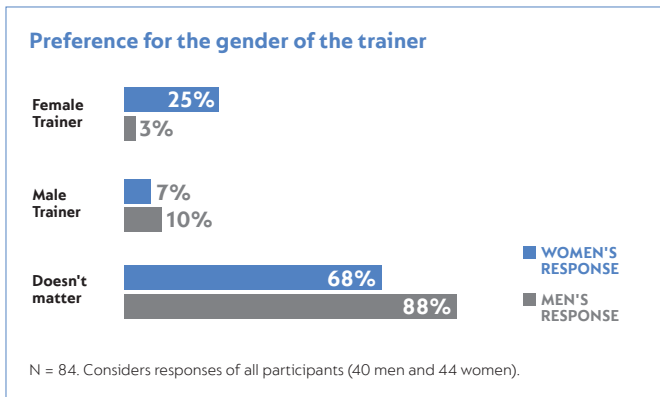


Figure 5.3

Most participants would either prefer training groups to be mixed-gender, or they do not have an active preference. Preference for a mixed-gender group was more pronounced among men (63 percent) than women (41 percent). However, a small minority of women (14 percent) would prefer to be trained in female-only groups. The gender of the groups does not matter to 43 percent of women and 38 percent of men.

When asked why they preferred mixed groups, participants pointed to diversity and the benefits of learning together. For some women, safety was also a concern:

“When we are in a mixed group, we can support each other if there is something that one of us doesn’t understand.”
(male participant)

“If I was to attend farm visits, I would prefer a mixed group. That way, we can look out for each other. Nowadays, it is dangerous for only the women to go.”
(female participant)

A minority of women (14 percent) prefer female-only groups. When asked why they preferred female-only groups, participants spoke about female solidarity and trust:

“It will ensure confidentiality.”
(female participant)

“I prefer being among women.”
(female participant)

A substantial majority (88 percent) of women said they would be keen to be more involved in coffee farming, and men were supportive of this.

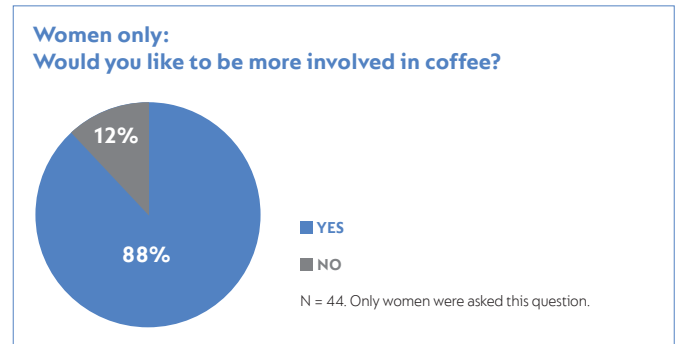


Figure 5.4

Most women (89 percent) would like to attend more trainings and farm visits, but the trainings should be planned according to the women’s schedules. Some women expressed their inability to attend coffee trainings due to the location and the time of day. For example, women said that training should be close to their house and in the afternoon, when the children are at school.

Many women would like to learn how to add value to their coffee produce and coffee knowledge.

“I have grown up on a coffee farm. I would like to learn how to teach my coffee knowledge to others.”
(female participant)

“So, we have coffee. But what can I do with my coffee produce? For example, I want to learn how to make coffee cakes. I want the training to be close by so that it is easy to attend.”
(female participant)

Women who are involved in coffee farming from a young age aspire to continue working in coffee later. The qualitative anecdotes find that women, whose parents were coffee farmers and shared their coffee knowledge with their daughters, felt more empowered to continue coffee work later.

“I think younger women are eager to learn about coffee farming, but they don’t want to annoy their husbands. Women are raised to be like that.”
female participant

Women in Fraijanes Cluster often have alternative income-generating activities that limit their involvement in coffee. Currently, women do not engage in coffee farming due to a variety of reasons. The concerns around safety, low coffee productivity, fluctuations in coffee prices, and alternative livelihood options discourage women from farming coffee. Many believe that productivity is down due to leaf rust, the coffee fungus disease.

Some women believe that they are less capable than men of farming coffee, largely due to a lack of confidence in their ability to manage farm workers and perform physical labour.

“When I tried to manage my coffee farm, it was a big disaster. My niece’s husband manages my coffee farm now. I was thinking of abandoning my coffee farm. I am not making any money from coffee and the productivity is down due to the coffee fungus disease. Anyway, I have a small garments business for a living now.”

(female participant)

“As a woman, you do not know how to direct the workers.”

(female participant)

“I don’t visit the coffee farm on my own now because it is very dangerous. I think it is more dangerous for women than men. Even though I can drive, my small car wouldn’t go there.”

(female participant)

Figure 5.6
Survey participants, Fraijanes



Women are interested in learning other skills in addition to coffee. Many women are interested in learning other livelihood skills, such as cooking, baking, floral arrangements, and sewing. Women working in farming would like to learn about making and applying fertiliser.

Most men said they would prefer if both the husband and the wife attended coffee training.

“We both should learn. If I did not understand something, my wife will be able to help me.”

(male participant)

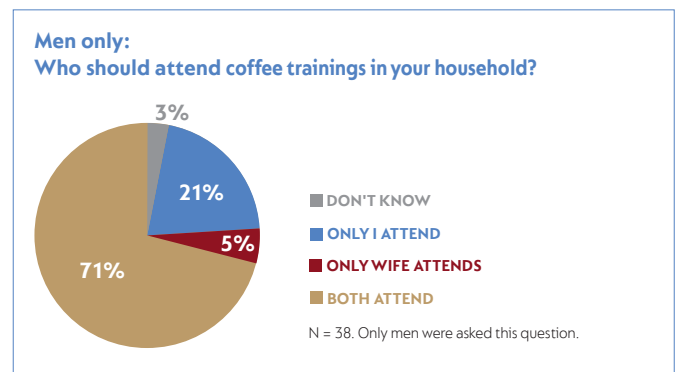


Figure 5.5

Figure 5.7
Participants with their child, Fraijanes





RECOMMENDATIONS FOR GENDER INTERVENTIONS IN FRAIJANES

The Nespresso AAA Program in Fraijanes works through local cooperatives to deliver training and farm support to male and female members. It was understood that there has not been a historic focus to collect information about how men and women work together in coffee nor to assess how the AAA Program is impacting men and women. It seems that the gender of participants is not recorded.

Based on the analysis of the data provided, 261 of the 322 registered cooperative members in Fraijanes (about 80 percent) are men. While in Fraijanes, the field team learned anecdotally that cooperative membership is limited by law to those who have titled land. No legal documentation was made available to verify this fact; however, the fact that this is a pervasive belief could impact women's access to becoming registered coffee farmers in the AAA Program. The sample reported both that men are more likely to have titled land and that women and men have different perceptions regarding the status of land titles (some women believed it is joint while their husbands believed it to be in their name alone).

The AAA Program could trial additional activities to help address the specific challenges and context found in Fraijanes, including the fact that coffee farming is often both controlled and organised by men, while women are more likely to have other income sources than their counterparts in other Clusters. Women reported wanting greater involvement in coffee, and men were supportive of them attending trainings. At the same time, women openly questioned whether it would be a good investment of their time given coffee profitability and fluctuating prices.

In this context, the AAA Program in Fraijanes could target interventions that encourage women's empowerment and freedom to understand more about the household coffee business and help them to pursue supplementary income-generating activities. Given the ageing population in this Cluster, it makes business sense for Nespresso to engage women – especially young women – for them to be able to co-manage the farming business.

Interventions could include:

- **Increasing female membership of coffee cooperatives.** Unlike men, women are often not members of a coffee cooperative, which may be driven by a belief that land ownership is a prerequisite for membership; since roughly 80 percent of women seem to have no land title, they, in turn, are not cooperative members. Cooperative membership is important because it is through this channel that farmers access markets and coffee income and receive information. It could not be established during the course of the study if the belief that land ownership is required for cooperative membership is prescribed by law or is a function of a very firmly held cultural belief. An important next step would be to clarify the nature of this restriction on cooperative membership and then work to remove such an impediment. It is critical that women are able to participate in the cooperative and to receive the benefits that flow from such membership.
- **Exploring targeted interventions to engage a greater number of female youth in coffee farming,** at the cooperative as well as in the study of coffee agronomy or quality. This sample of coffee farmers had an average age of 52 years for women and 55 years for men, indicating that coffee farmers in this Cluster are closer to the point where farming is no longer a viable means of employment, especially in comparison to the other Clusters. This is a critical issue for the sustainability of coffee farming. It is therefore proposed that target interventions be considered in order to increase the engagement of young women, particularly at the cooperative or in the broader coffee value chain, as agronomists or cuppers.
- **Support household access savings programs.** Roughly half of the sampled households reported that they do not save any money, which is a significant cause for concern as it threatens the overall sustainability of the household and their coffee farming – which is, by nature, a business that only generates income at certain times of year and is vulnerable to risk (price, climate, etc.). The household should be supported and encouraged to open savings accounts, preferably a separate account for each adult in the household. The savings facilities could be provided informally through savings groups or more formally through microfinance organisations or local financial institutions.
- **Support women in gaining business and technical skills that interest them and benefit their livelihood,** within and outside the coffee market system. Supporting women to pursue the activities that they are most interested in will increase the sustainability of the household and their coffee farming activities.



**Nearly all of the women in Sidamo
stated that they had not completed
primary school.**

ETHIOPIA SIDAMO B DARA CLUSTER

SAMPLE AND DATA COLLECTED

In Ethiopia, Nespresso has partnered with TechnoServe since 2013 to implement the Nespresso AAA Program, which delivers intensive field-based agronomy and farm management training to farmers and wet-mill businesses to improve quality and sustainability. The training program is organised by sub-district (*kebele*). Each AAA agronomist is responsible for delivering training to 10-12 so-called Focal Farmer Groups (FFG), with approximately 30 farmers per group. Training sessions are delivered monthly at a demonstration plot, consisting of 40 trees on an elected member’s farm, the so-called Focal Farmer.

The field team visited Ethiopia in December 2017 and interviewed 115 participants (60 women and 55 men) across the Sidamo B Dara Cluster.³ Participants were selected from a random sample, taken from the database of registered AAA farmers. The sample covered 15 FFG across all seven *kebeles* in the Sidamo B Cluster. Sampling was conducted at FFG level for ease of logistics in conducting the surveys. Four households were interviewed per FFG, and women were oversampled (~50 percent of the sample) to ensure adequate representation.

Field testing of the tool revealed that women felt most comfortable answering questions in smaller groups, as opposed to larger groups. Therefore, women were interviewed in focus groups of up to two participants per group, while men were interviewed in focus groups of up to four participants. The group format of the interview may have impacted the responses, as participants are more likely to provide a “correct” answer in front of their peers. The methodology section of the report describes the benefits and limitations of the interview approach in more detail.

SIDAMO GENDER ANALYSIS: SELECTION OF FINDINGS

Note: the following is an extract of the full report, which is available upon request.

The AAA farmers surveyed in the Ethiopia Sidamo B Dara Cluster represent mostly young, married households, working together to produce coffee. Participants are typically under 35 years of age and rely on coffee as an important source of income.

Most married households divide tasks between husband and wife. Women are more involved in making compost and drying coffee (both activities are near to the homestead). Men are typically more involved in pruning and weeding (both activities conducted in the

Figure 6.1 Interview, Sidamo



Snapshot of the data collected

	Number	Percentage
Interviewed	115	
Men	55	48%
Women	60	52%
Outside the sample	11	10%
Households covered	71	
Married couples present	44	38%

Table 6.1

coffee field). There is joint participation in harvesting, applying compost, and delivering the cherries.

Married men and women have different perceptions regarding who makes decisions on coffee farming. There is an interesting discrepancy between male and female responses regarding decision-making for each activity. For both pruning and weeding (primarily conducted by men), married women mostly believe that they have input or equal decision-making with men, whereas their husbands mostly believe that they decide alone or with input from their wife. For harvesting, which is considered a joint activity, the opposite trend was found. Women are more likely to believe their husbands solely or mainly decide on harvesting, whereas men are more likely to believe that this is decided jointly.

³ The AAA Program covers two areas of the Sidamo region: Sidamo A and Sidamo B. In each of the two areas, AAA covers two districts (*woredas*).

Figure 6.2
Male participants, Sidamo



Overall literacy levels are very low, and this is particularly pronounced for women. Nearly all (95 percent) of the women stated that they had not completed primary school, and the majority (57 percent) had no education whatsoever. About half of the men (53 percent) had also not completed primary school.

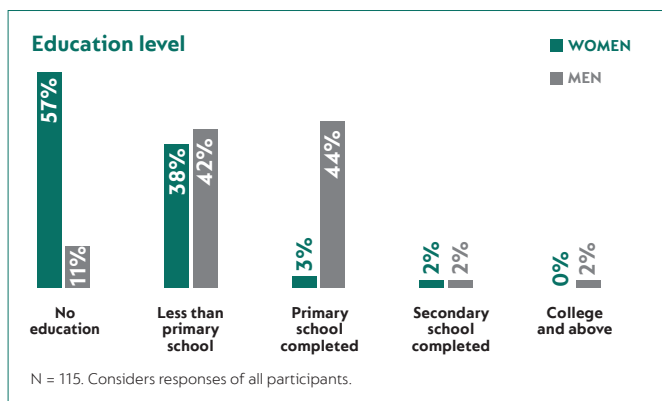


Figure 6.3

Perception of the household's land ownership differs widely depending on the spouse asked. Notably, many women stated that they owned the coffee land jointly with their spouse, whereas most of the husbands responded that the land is owned solely by themselves. A small proportion of men also reported farming on land owned by someone else. However, none of the husbands stated that the coffee land was jointly owned.

Women have less knowledge than men about the parameters of their coffee holding. Forty-five percent of the women interviewed were not able to estimate the size of the household's coffee land holdings compared to only 13 percent of the men.

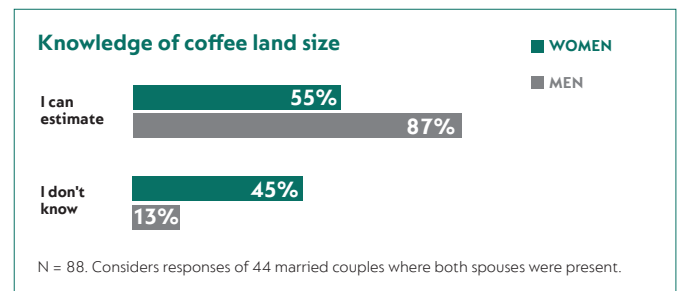


Figure 6.4

Both spouses stated that mostly men receive money from coffee sales, although a minority of men believed this was more equal. Nearly all (95 percent) of married women reported that their husband receives the coffee money. In contrast, women and men tend to agree that delivering the coffee cherries is a shared activity. The largest response (over 30 percent) ascertained that the husband and the wife deliver the cherries together. This difference in response between delivery and payment seems to be inconsistent with existing practices in Sidamo B, whereby payment is provided to the individual who delivers the cherries. Second payments are provided only to cooperative members at the end of the harvest and are smaller in size.



Overall, men appear to be the main financial managers and have a greater say in deciding on major expense items. However, the perception of this dynamic is different between married men and women. Men are more likely to report that there is an equal involvement of husband and wife in managing money and determining major expenses. This response may imply the presence of response bias (i.e. men believing that the “correct” response is to answer that there is an equal household dynamic), or men and women may have a different perception of what constitutes equal financial management and decision-making.

Men are most likely to manage the household income. Married women report that the husband manages the household’s income in 52 percent of cases. The next most likely response (26 percent) is that the wife manages the income. However, men are more likely to report that both husband and wife manage the household income together.

Most surveyed participants believe that men know more about coffee farming. Most women (77 percent) and men (70 percent) reported that the husband knew more about coffee farming. The second most common response among men was for the husband and wife to be equally knowledgeable (30 percent), but among women, they were more likely to believe (18 percent) that they knew more. None of the men believed that their wives knew more about coffee farming.

Most participants (over 90 percent) recall AAA trainings and farm visits and could estimate their frequency. Women believe that men know more about coffee farming and participate more in AAA trainings, whereas men reported greater joint participation. Both women and men reported that the husbands knew more about coffee farming. Women also stated that their husbands were more likely to attend trainings and farm visits, although men stated that both husbands and wives attended. This difference between the sex of the respondent, as well as potential inconsistencies with actual attendance, could be due to a “right response” bias (trying to tell the enumerators what they want to hear) or a recall bias (as the last training session was 12 months ago).

Husbands and wives agree in a greater participation of women in trainings. All women said they would like to attend trainings more often and nearly all women said they would have the time. Nearly all (96 percent) of the men interviewed also said that they would prefer that their wives attended coffee trainings with them.

“It will help create agreement between us on how to farm coffee.”
(male participant)

“If we both have information, we will be able to help each other and increase production.”
(male participant)

“I may not be able to share all the details with her later.”
(male participant)

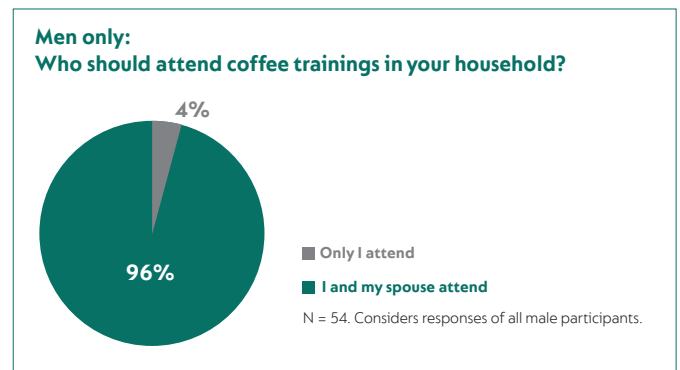


Figure 6.5

The vast majority of women (95 percent) reported that they would like to be more involved in coffee farming. For example, they stated that they would like to learn to plant new trees and to prepare and apply compost.

The barriers to greater involvement of women in coffee are varied. The main reasons cited by women are the need to spend time on other jobs (income and non-income generating), the small size of the farm, and the lack of knowledge or money to contribute towards coffee production.

“The small size of land holding limits how much I can do on my coffee farm.”
(female participant)

“I lack the knowledge and experience needed for good coffee farming.”
(female participant)

Women would prefer a female trainer, while men said this would not matter. Sixty-three percent of the surveyed women prefer a female trainer. None of the men reported a preference for a female trainer, and only four percent would prefer a man. For most men, the gender of the trainer does not matter; they said they were more concerned about transferable skills. Even though women state a preference for female trainers, actual female attendance rates in this cluster reveal that the sex of the trainer is not correlated with greater female participation.

When women were asked why they preferred a female trainer, their responses included:

“Having a woman trainer means we can ask questions and share ideas freely.”
(female participant)

“A woman trainer will be able to ‘tolerate’ me.”
(female participant)

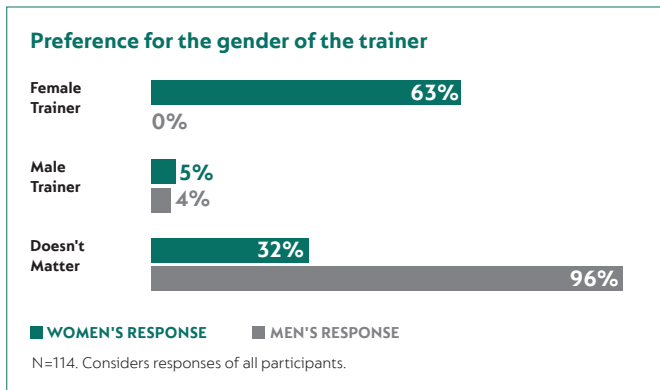


Figure 6.6

A majority of both men and women preferred to be trained in mixed-gender groups. However, a third of women respondents preferred female-only training groups.

When asked why they preferred mixed-gender training groups, participants said:

"It will save me time and energy. I share what I learned with [my wife] and sometimes I miss out [on] important information."

(male participant)

"We work equally on the farm. We should also know equally."

(female participant)

When women were asked what would make it easier for them to attend trainings, they suggested a time and format that meets their other obligations in addition to permission from their husband.

"I would like the trainings to be held during the time my children are at school."

(female participant)

"If I have the permission of my husband, I can join the training anywhere."

(female participant)

Figure 6.7
Female farmers practicing to write their names, Sidamo



In addition to learning about coffee, most women said they would like to improve their business skills and basic literacy. This is related to the fact that most of the women have very low or no level of education.

"If I am able to calculate, I will be able to separate the money I earn from selling injera [sourdough-risen flatbread] from coffee money."

(female participant)

"I would like to learn how to calculate profit and loss."

(female participant)

Women expressed their desire to learn to read and write and would also like skills in cooking and animal husbandry.

"If I was educated I would not have married so early. I would like my daughters to study."

(female participant)

"Can you teach me how to write my name?"

(female participant)



RECOMMENDATIONS FOR GENDER INTERVENTIONS IN SIDAMO

Gender inequality in Ethiopia, as in many other countries, is a highly complex and multi-faceted issue driven, in large part, by deeply entrenched cultural norms. The AAA Program is an important factor in the community with potential to continue to make a positive impact on women's empowerment. In Ethiopia, AAA already incorporates gender-disaggregated targets and gender-sensitive approaches, which can be complemented and enhanced based on learnings from this survey.

The AAA Program in Ethiopia aims for at least 30 percent female AAA agronomists and 35 percent female trained farmers; in Sidamo B Dara, 39 percent of AAA agronomists and 36 percent of trained farmers are women to date. The recruiting process for AAA agronomists includes measures targeted towards higher female success rates, such as evaluating women on observed performance only after they have received a preliminary training. All newly recruited agronomists receive gender integration training and engage with community leaders to obtain active support for both female and male participation. Both husbands and wives are personally invited to training sessions; men are also encouraged to invite their wives, and training times are set based on farmers' preferences, including women's. Agronomists guide the Focal Farmer Group election process to ensure that either the Focal Farmer or the Assistant Focal Farmer is a woman. Men and women are trained on all good agricultural practices, regardless of whether the community views the tasks as "men's work" or "women's work". AAA also sensitises men on the benefits of women from their household attending trainings.

The AAA Program could pursue additional activities to help address the specific challenges found in Ethiopia, including perception and knowledge asymmetries between men and women and women's desire to build their knowledge and skills.

Interventions could include:

- **Increased gender sensitisation training for husbands and wives.** Over 90 percent of women surveyed reported that they owned the household's coffee farm (either jointly with their husbands or outright) and yet, only two percent of men said the same. This noteworthy disparity in agreement on the ownership of their household's most important asset demonstrates the existence of significant information asymmetry and the potential for conflict. Given that rates of Intimate Partner Violence in Ethiopia are among the highest in the world, supporting couples with conflict-free decision-making is a particularly critical issue.⁴ It appears that there are enormous gains to be made in the household's wellbeing by working with both husband and wife to increase the level of transparency, cooperation, and joint household decision-making. This can be achieved through specifically designed trainings, delivered to both husband and wife, which focus on the value and benefit of transparency and joint decision-making and which provide practical suggestions to mitigate conflict. This training could be strengthened by the formal identification and promotion of married couple Role Models. These would be a married couple, identified and selected from the community, recognised, and perhaps materially rewarded because they demonstrate desirable gender norms and behaviours.
- **Basic literacy program.** This Cluster has the lowest education levels of the three Clusters analysed: 95 percent of women and over 50 percent of men have not completed primary education. Improved literacy could have a positive effect in farm performance by enabling farmers to communicate more clearly with their partners and suppliers and to access written information. In our experience, better education is correlated with higher adoption rates of agronomic best practices.
- **Investigate the demand from coffee farming households for financial services, such as savings, and explore avenues to enable access to them while considering cultural norms and regulatory aspects of Ethiopia.** Learnings from savings groups that have already been set up by Focal Farmer Group in the past can be captured and applied. Improved access to private financial services is a tested mechanism for increasing empowerment for women, and the fact that half of the women interviewed in this Cluster are already saving demonstrates that it is culturally accepted for women to accumulate their own funds.

⁴ Forty-nine percent of ever-partnered women in Ethiopia reported experiencing physical intimate partner violence (WHO, 2012).



**The barriers
to greater involvement
of women in coffee
are heavily socially entrenched.**

NESPRESSO®





SURVEY ID									
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APPENDIX I: NESPRESSO AAA GENDER ANALYSIS TOOL - ETHIOPIA V9.0

The purpose of this tool is to enable Nespresso AAA to understand its reach and benefit so that AAA teams can design and implement interventions that increase gender equality in smallholder coffee households.

Note to enumerators:

Notes to enumerators are marked in italic.

This questionnaire should be administered separately to the primary and secondary respondents. Please double-check to ensure that:

- The **primary respondent** is the person listed in the survey sample taken from the TechnoServe membership list.
- The **secondary respondent** is their spouse (if married).
- Do not attempt to make responses between the primary and secondary respondents the same; it is okay for them to be different.
- For all questions: The code for “**Refuse to answer**” is **98** and the code for “**I don’t know**” is **99**.
- Answers are to be **unprompted** (i.e. do not read out answer options) unless instructions specify otherwise.
- Questions are to be answered with only a **single answer** unless specified otherwise.

Informed Consent for Nespresso AAA Household Interview:

Before beginning the interview, it is necessary to introduce the respondents to the survey and obtain their consent to participate. Make it clear to them that their participation in the survey is voluntary. Please read the following statement in the language of the interviewee:

Thank you for the opportunity to speak with you. We are a research team for Nespresso AAA working in collaboration with *[insert partner organization]*. We are conducting a survey to learn about coffee and the wellbeing of households in this area. You have been selected to participate in an interview which includes questions on topics such as “who works on the family’s coffee?” and “who makes coffee-related decisions?”.

In total, these questions will take **approximately one hour** to complete and your participation is voluntary. If you agree to participate, you can choose to stop at any time or to skip any questions you do not want to answer. Your answers will be completely confidential; we will not share information that identifies you with anyone. After we collect all of the information, we will use the data to make a study about how various programs can be most helpful to the people in this area. **Do you also consent to us taking photos? The photos may be used publicly by Nespresso.** Do you have any questions about the study or what I have said? If, in the future, you have any questions regarding the study and/or the interview, or concerns or complaints, we invite you to contact *[insert contact person’s name and mobile number]*.

PROCEED ONLY IF ALL THE PARTICIPANTS AGREE TO THE SURVEY



A. HOUSEHOLD IDENTIFICATION

A.1 Unit Number: <i>[prefill]</i>	A.2 Crop cycle: <i>[prefill]</i>
A.3 Focal Farmer Group Name/Gere Name: <i>[prefill]</i>	
A.4 Woreda: <i>Dara</i>	A.5 Partner: <i>TechnoServe</i>
A.6 Nespresso AAA Cluster Name: <i>Sidama B</i>	A.7 Kebele: <i>[prefill]</i>
A.8 Start time of interview (hh:mm): <input type="text"/> : <input type="text"/>	
A.9 End time of interview (hh:mm): <input type="text"/> : <input type="text"/>	
A.10 Name/code of enumerator: <i>[prefill]</i>	A.11 Date of visit (dd/mm/yyyy): <i>[prefill]</i>

Marital Status Codes:		Education Level Codes:		Occupation Code:	
Single/never married	1	None	1	Farming	1
Divorced	2	Less than primary school	2	Other/Non-farming job	2
Separated	3	Primary school complete	3	Managing the household	3
Widowed	4	High school complete	4	Managing the household and farming	4
Marriage, monogamous	5	College and above	5	Managing the household and other	5
Marriage, polygamous	6			Farming and other	6
Legal Union	7			Managing the household, farming, & other	7

Ask if any of the focus group participants are (or were) a TechnoServe Farmer Trainer and, if yes, politely explain that they are not to participate in the focus group discussion.

A.12	Name	Sex	Age	Marital status	Last education level completed	Current occupation	Spouse name	Spouse present in the other group? (Y-1, N-2)	Household ID
1.									
2.									
3.									
4.									

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B. COFFEE ASSETS

I'd like to ask you about your household's coffee farm:

B.1 What is the total number of coffee hectares farmed by you and your spouse? <i>[Mention units]</i>	1	2	3	4

B.2 Of this coffee farmland:	1	2	3	4
▶ In whose name is the land-title deed ?				
▷ My name only				
▷ Spouse's name				
▷ Both my name & spouse's name				
▷ Other's name				
▶ If there is no land title , then who owns the land?				
▷ I do				
▷ My spouse does				
▷ We both own it				
▷ Someone else owns it				

B.3 What is the main source of your household's income?	1
A. Coffee	2
B. Coffee and other equally	3
C. Not coffee	4



C. COFFEE ACTIVITIES

Please tell us who does the following activities on your household's coffee farm. [Write: 1, 2, 3, 4]

C.1 Coffee activities	A. Only Husband	B. Together, mainly Husband	C. Equally, husband and wife	D. Together, mainly Wife	E. Only Wife	F. Only other(s)	G. Other(s) and Wife	H. Other(s) and Husband	I. Other(s), Husband and Wife	J. Not applicable	C.1.1 List Other(s), if applicable
Pruning											
Making compost											
Application of compost											
Weeding											
Harvesting											
If coffee cherry is further processed: Drying at home											
Delivering coffee cherry to the buying center											
Receiving money from the sales of coffee											

C.2 How does your household receive the majority of the money it earns from coffee sales? [Choose Only One] A. Cash B. Bank account C. Other	1
	2
	3
	4

C.3 Who is the principal manager of money in the household? A. Mostly I manage the household's income B. Mostly my spouse manages the household's income C. I and my spouse manage the household income equally D. My spouse and I manage our money separately E. Mostly another person manages the household's income F. Mostly I and another person manage the household's income	1
	2
	3
	4

C.4 Do you save money in your household? If yes, who is typically responsible for saving money? A. Myself B. Spouse C. Person other than my spouse D. Both myself and my spouse E. Both myself and another person F. We don't save any money	1
	2
	3
	4
	Skip to D.1 if answer is F, 98 or 99.

SURVEY ID

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C. COFFEE ACTIVITIES

C.5 How do you typically save? <i>[Choose all that apply]</i> A. Cash at home/saten, accessed by me B. Cash at home/saten, accessed by my spouse C. Cash at home/saten, accessed by both myself and spouse D. Non-monetized assets, such as livestock, jenfel, grains E. Savings group accessed by me F. Savings group accessed by my spouse G. Savings group accessed by both myself and my spouse H. Bank account accessed only by me I. Bank account accessed only by my spouse J. Bank account accessed by both myself and my spouse K. Other	1
	2
	3
	4

Comments:



D. KNOWLEDGE OF COFFEE SUPPLY-CHAIN

D.1 Between you and your spouse, who knows the most about coffee agronomy practices ? A. Myself B. Spouse C. Both myself and my spouse D. Not applicable (divorced/unmarried/widow)	1
	2
	3
	4
D.2 Who is your main source of information about coffee agronomy practices other than your spouse ? A. Parents and other family members B. Cooperative C. TechnoServe Farmer Trainer D. Friends/neighbors E. Government extension officers F. Successful coffee farmers G. Others H. I don't receive this type of information	1
	2
	3
	4
D.3 Have you heard of Nespresso AAA? If yes, how well are you aware of them? A. Yes, I am well aware B. I am somewhat aware C. I am somewhat aware	1
	2
	3
	4
D.3a What was Nespresso AAA doing in your Kebele? <i>[May choose more than one]</i> A. Farm visits B. Training C. Buying coffee D. Other	1
	2
	3
	4
D.4 Have you heard of TechnoServe? If yes, how well are you aware of them? A. Yes, I am well aware B. I am somewhat aware C. I am somewhat aware D. No, I've not heard of them	1
	2
	3
	4 <i>Skip to E.1 if answer is C, D, 98 or 99.</i>
D.4a What was TechnoServe doing in your community? <i>[May choose more than one]</i> A. Farm visits B. Training C. Buying coffee D. Other	1
	2
	3
	4

Comments:

SURVEY ID

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E. GROUP TRAININGS AND FARM VISITS

Only ask these questions if Nespresso AAA provides farmer group trainings and farm visits in the community.

E.1 Have you heard if a Farmer Trainer conducted trainings or farm visits in the last three years? If yes, how often? A. Never B. Once or twice C. Three to ten times D. Eleven to twenty times E. More than twenty times F. I have heard about the trainings/farm visits but am not sure how many visits there were	Trainings	Farm Visits
	1	1
	2	2
	3	3
	4	4
		<i>Skip to E.4 if answer is A, 98 or 99.</i>

E.2 Who in your household mostly participated in the training or farm visits? A. I participated B. Mostly my spouse participated C. Mostly both I and my spouse participated D. Neither I nor my spouse participated E. Mostly another person participated F. Mostly I and another person participated G. Mostly I, my spouse, and another person participated H. Mostly my spouse and another person participated	Trainings	Farm Visits
	1	1
	2	2
	3	3
	4	4
E.2a Specify others, if applicable:		

E.3 If you do not participate in a training or farm visits but your spouse does , to what extent does your spouse share the information that they have received with you? A. Not at all B. A few words C. Tells me some of the main ideas D. Gives me most of the detail E. Explains everything F. Explains everything and demonstrates the learnt practices in the field G. Not applicable H. Mostly my spouse and another person participated	Trainings	Farm Visits
	1	1
	2	2
	3	3
	4	4
E.3a If the interviewee is widowed, unmarried, or divorced, please note the extent of information shared by someone else in the household:		



E. GROUP TRAININGS AND FARM VISITS

Only ask these questions if Nespresso AAA provides farmer group trainings and farm visits in the community.

E.4 If you were invited to a training, would you prefer if the trainer was a woman, a man, or it wouldn't matter? A. Female trainer B. Male trainer C. Doesn't matter	1	
	2	
	3	
	4	<i>Skip to E.5 if answer is C, 98 or 99.</i>
E.4a <i>If answer to E.4 is A or B, please elaborate:</i>		

E.5 If you were invited to a training, would you prefer if the participants were all female, all male, mixed men and women, or does it not matter? A. Female only B. Male only C. Mixed men and women D. Doesn't matter	1	
	2	
	3	
	4	
	<i>Skip to E.6, if the answer is D, 98 or 99.</i>	
E.5a <i>If answer to E.5 is A, B, or C, please elaborate:</i>		

E.6 Have you been personally invited to attend any training in the last three years? A. Yes, training on coffee B. Yes, training on something else C. Yes, training on both coffee and something else D. No	1	
	2	
	3	
	4	

Comments:

SURVEY ID

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F. DECISION MAKING

<p>F.1 What is your level of involvement in the decision to weed the household's coffee? <i>[Read out the options. If female-headed household, then substitute "someone else" for "husband" and "myself" for "wife".]</i></p> <p>A. I alone decide</p> <p>B. I mainly decide, but discuss with my husband/wife</p> <p>C. Husband and wife decide together</p> <p>D. My husband/wife decides, but I have input</p> <p>E. My husband/wife decides alone</p>	Respondants	Other(s)
	1	
	2	
	3	
	4	

<p>F.2 What is your level of involvement in the decision to prune the household's coffee? <i>[Read out the options. If female-headed household, then substitute "someone else" for "husband" and "myself" for "wife".]</i></p> <p>A. I alone decide</p> <p>B. I mainly decide, but discuss with my husband/wife</p> <p>C. Husband and wife decide together</p> <p>D. My husband/wife decides, but I have input</p> <p>E. My husband/wife decides alone</p> <p>F. Not applicable</p>	Respondants	Other(s)
	1	
	2	
	3	
	4	

<p>F.3 What is your level of involvement in the decision to apply compost on the household's coffee? <i>[Read out the options. If female-headed household, then substitute "someone else" for "husband" and "myself" for "wife".]</i></p> <p>A. I alone decide</p> <p>B. I mainly decide, but discuss with my husband/wife</p> <p>C. Husband and wife decide together</p> <p>D. My husband/wife decides, but I have input</p> <p>E. My husband/wife decides alone</p>	Respondants	Other(s)
	1	
	2	
	3	
	4	

<p>F.4 What is your level of involvement in the decision to harvest the household's coffee? <i>[Read out the options. If female-headed household, then substitute "someone else" for "husband" and "myself" for "wife".]</i></p> <p>A. I alone decide</p> <p>B. I mainly decide, but discuss with my husband/wife</p> <p>C. Husband and wife decide together</p> <p>D. My husband/wife decides, but I have input</p> <p>E. My husband/wife decides alone</p>	Respondants	Other(s)
	1	
	2	
	3	
	4	



F. DECISION MAKING

<p>F.5 What is your level of involvement in the decision to make a minor household expenditure (examples: sugar, soap for household, etc.)? <i>[Read out the options. If female-headed household, then substitute “someone else” for “husband” and “myself” for “wife”.]</i></p> <p>A. I alone decide</p> <p>B. I mainly decide, but discuss with my husband/wife</p> <p>C. Husband and wife decide together</p> <p>D. My husband/wife decides, but I have input</p> <p>E. My husband/wife decides alone</p>	Respondants	Other(s)
	1	
	2	
	3	
	4	

<p>F.6 What is your level of involvement in the decision to make a major household expenditure (examples: livestock, ironing sheeting for the roof, etc.)? <i>[Read out the options. If female-headed household, then substitute “someone else” for “husband” and “myself” for “wife”.]</i></p> <p>A. I alone decide</p> <p>B. I mainly decide, but discuss with my husband/wife</p> <p>C. Husband and wife decide together</p> <p>D. My husband/wife decides, but I have input</p> <p>E. My husband/wife decides alone</p>	Respondants	Other(s)
	1	
	2	
	3	
	4	

<p>F.7 What is your level of involvement in the decision to make your own personal expenditures (examples: razors, cosmetics, clothes, etc.)? <i>[Read out the options. If female-headed household, then substitute “someone else” for “husband” and “myself” for “wife”.]</i></p> <p>A. I alone decide</p> <p>B. I mainly decide, but discuss with my husband/wife</p> <p>C. Husband and wife decide together</p> <p>D. My husband/wife decides, but I have input</p> <p>E. My husband/wife decides alone</p>	Respondants	Other(s)
	1	
	2	
	3	
	4	

Comments:

SURVEY ID

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G. LIFE SATISFACTION

G.1 What are your aspirations?	1
	2
	3
	4

The following questions ask how satisfied you feel with your life as a whole, on a scale from one to five. One means you feel “very dissatisfied” and five means you feel “very satisfied.” [Read out the answer options.]

G.2 Overall, how satisfied are you with life as a whole these days ? ▷ Very dissatisfied A (1) ▷ Dissatisfied B (2) ▷ Neither satisfied nor dissatisfied C (3) ▷ Satisfied D (4) ▷ Very satisfied E (5)	1
	2
	3
	4

G.3 Overall, how satisfied with your life were you five years ago ? ▷ Very dissatisfied A (1) ▷ Dissatisfied B (2) ▷ Neither satisfied nor dissatisfied C (3) ▷ Satisfied D (4) ▷ Very satisfied E (5)	1
	2
	3
	4

G.4 Is your life satisfaction related to your coffee farm ? ▷ Not at all A (1) ▷ Not really B (2) ▷ Not decided C (3) ▷ Somewhat D (4) ▷ Very much E (5)	1
	2
	3
	4



H. CLOSING FOR WOMEN ONLY

H.1 Would you like to be more involved in your household's coffee? A. Yes B. No <i>Skip to H.4 if answer is B.</i>	1
	2
	3
	4

H.2 In what ways would you like to be more involved in coffee? *[Write quotes]*

H.3 Why do you think you are **not** more involved in coffee? *[Write quotes]*

H.4 Would you like to attend coffee trainings and farm visits at all or more often? A. Yes B. No	Training	Farm Visits
	1	1
	2	2
	3	3
	4	4

H. CLOSING FOR MEN ONLY

H.8 If coffee trainings are offered, would you like that you and your wife attend? A. Only I attend B. Wife attend C. Both attend	1
	2
	3
	4

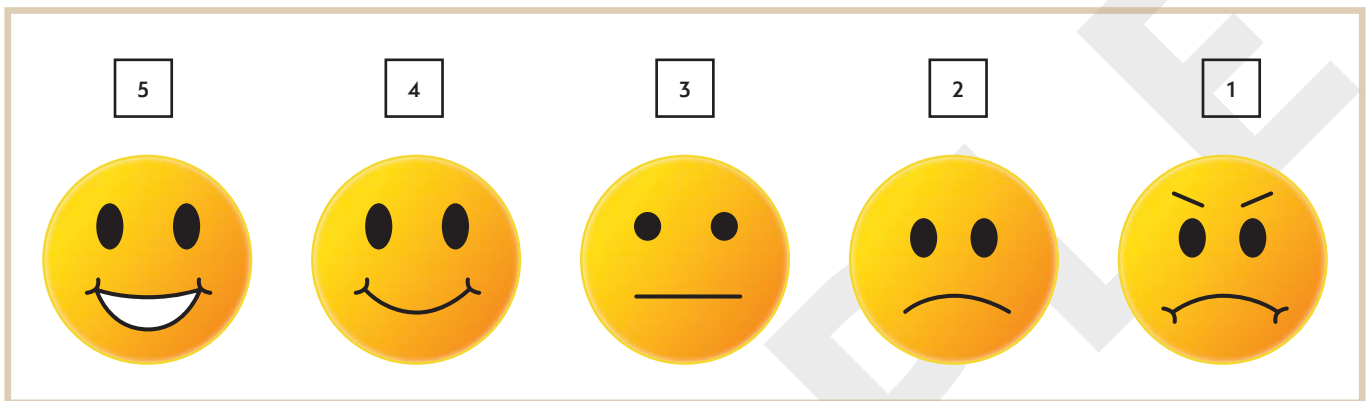
H.9 Can you please elaborate on your answer? *[Write quotes]*

END OF SURVEY – THANK YOU!

APPENDIX II: LIFE SATISFACTION CHART

Illustrations used for the questions

“How satisfied are you with life as a whole these days / five years ago?”

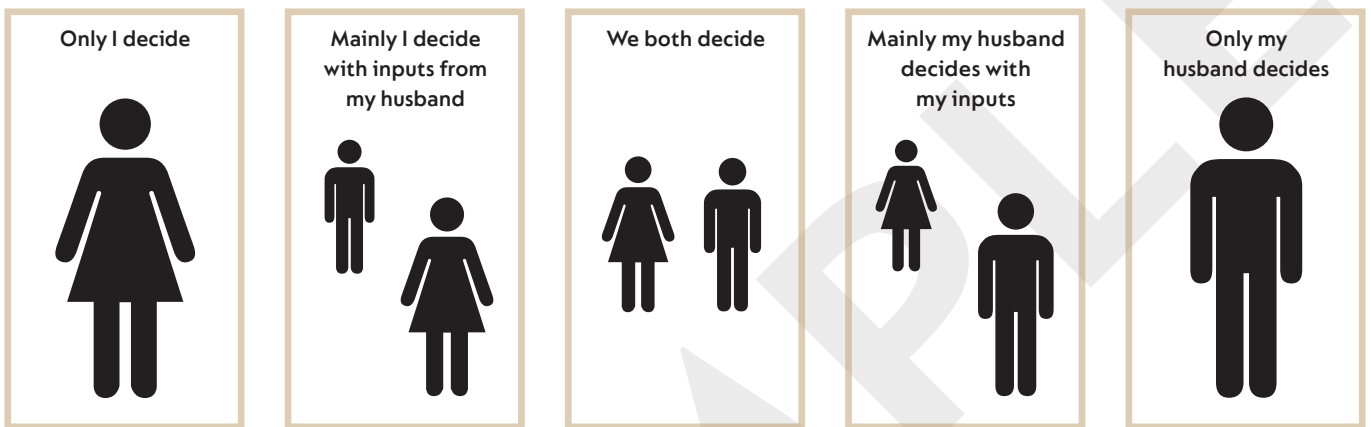




APPENDIX III: DECISION-MAKING CHARTS

The pictures below were used to help the participants understand the multiple-choice options in the questions related to decision-making. In Sidamo, standard “stick” images were used. In Aceh and Fraijanes, images of men and women in traditional local dress were used.

Illustrations for female participants



Illustrations for male participants

