Agricultural innovations such as new crop varieties have a great potential to contribute to agricultural development in West and Central Africa (WCA). Gender integration and equality is key to achieving these developmental objectives – poverty reduction, food and nutrition security improvement, and sustainable resilient agroecosystems.

Improving gender equality in agriculture requires women as well as men to have equal decision-making powers about agricultural innovation, especially technology choice. The choice of innovation in this framework is the choice of plant variety and traits by key stakeholders of the value chains of millet and sorghum in WCA.

The contribution of women and youth to agricultural innovation and its benefits to them therefore depends on their understanding of crop traits. We need to evolve contexts that strengthen opportunities for gender-responsive, participatory technology development and deployment.
1. Defining market segments and customers

- **Target group**
  
  Number of men, women and youth targeted to be included for project design and capacity enhancement

- **Issues for targeted group**
  
  Identification of men, women and youth targeted constraints and preference to be included

- **Output for outcome**
  
  Welfare outcomes sensitive for men, women and youth

2. Market segmentation process

- Market segmentation
- Selecting segmentation strategy
- Finer segmentation strategies

3. Customer profiling for priority setting

- Priority setting is for plant breeding programs to focus on target customers
- Tools for collecting and documenting data for setting breeding priorities, including gender disaggregated data and gender specific concerns like the principle ‘Do No Harm’.

Points considered when prioritizing

- Limited breeding resources
- Foresight analysis matters required
- Interdisciplinary team work and shared responsibility for taking
- Collaborative learning is iterative in reality.
4. Setting goals and priorities for product profiling through the gender lens

- **Male ‘must-have’ traits**
  - High yield
  - Yield stability
  - Early maturity
  - Resistance to Striga
  - Resistance to pests

- **Female-preferred traits**
  - Diversity of use
  - Storage-friendly
  - Grain size/color
  - Ease of cooking
  - Consistency of cooked grain
  - Ease of decortication/threshing
  - Glume openness

**Steps of the G+ customer profile tool**

- **Segmenting**
  - Step 1. Product mapping - Describing the “ideal” product for the market
  - Step 2. Customer mapping - Grouping into key social characteristics of the potential users (gender inclusiveness)

- **Targeting**
  - Step 3. Evidence table - Describing Value

- **Profiling**
  - Step 4. Define target customer segments - groups who influence business; producers, processors, traders, transporters, end consumers, information providers, seed distributors/sellers
  - Step 5. Identify product preferences - Agro-ecology and Gender inclusive product traits
  - Step 6. G+Profile of a target segment - Development of Target Product Pipeline (TPP) with available resources

**Challenges addressed and learnings**

- The principles of “Do No Harm” approach in gender differentiated preference in priority setting
- Limited breeding resources
- Foresight analysis matters required!
- Interdisciplinary team work and shared responsibility for taking decisions
- Collaborative learning is iterative in reality.
Outcomes and expected further outcomes

- The workshop discussions revealed that several studies, some completed and others underway, can help generate more nuanced and detailed understandings of the customers of new sorghum, pearl millet and groundnut varieties and which markets may contribute to increasing demand for specific types of varieties for each of these crops. It is urgent that the recent studies on gender-based trait preferences be fully analyzed.

- The continued revision of the customer profiles describing customer demands for specific traits, with agreement by breeders, will build on the proposals presented and discussed in the workshop. The target product profiles proposed by ICRISAT-WCA provided valuable foundations as they were based on the long-term exchanges and collaborations among diverse actors (farmers (female and male), farmer organizations, women's groups, traders, grain processors, seed distributors, seed producers, nutritionists and plant breeders).

- The continuing development and refinement of these product profiles to reflect trait preference dynamics due to changes of climate, economic circumstances, and socio-economic conditions will require studying these trends in detail.

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http://www.rtb.cgiar.org/gender-breeding-initiative


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