



Can gender-intentional information campaigns enhance women's participation in seed markets?

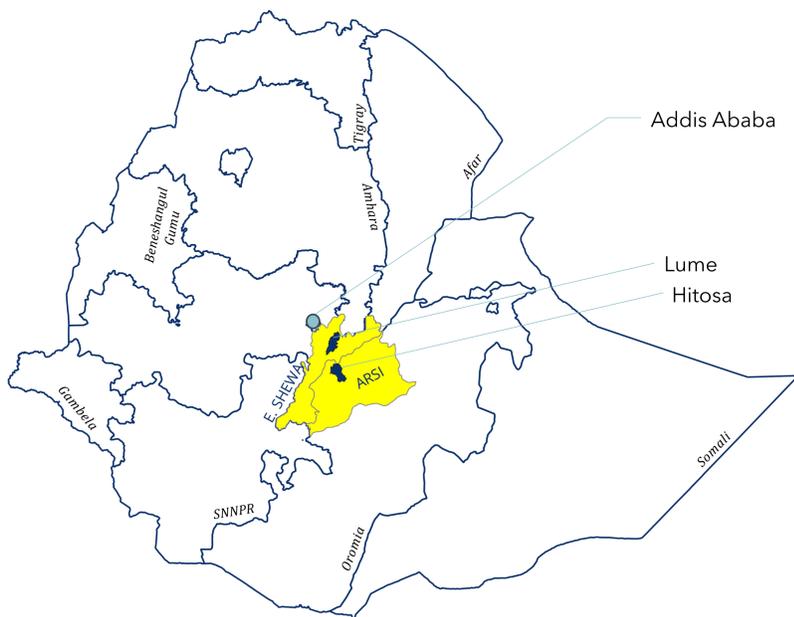
Michael Euler, Abdu Mohammed, Moti Jaleta
International Maize and Wheat Improvement Center (CIMMYT), Ethiopia

1. Motivation

- Women actively participate in crop production in many farm households
- Farming under women responsibility is often characterized by low adoption and turnover rates of improved varieties
- Enhancing equitable access to improved seeds can increase productivity of female managed wheat systems and improve food security
- Limited exposure to information is one limitation to more frequent uptake of fresh seeds

2. Objectives

- Quantify effects of gender-intentional information campaigns on purchase of fresh wheat seeds by women farmers in Ethiopia

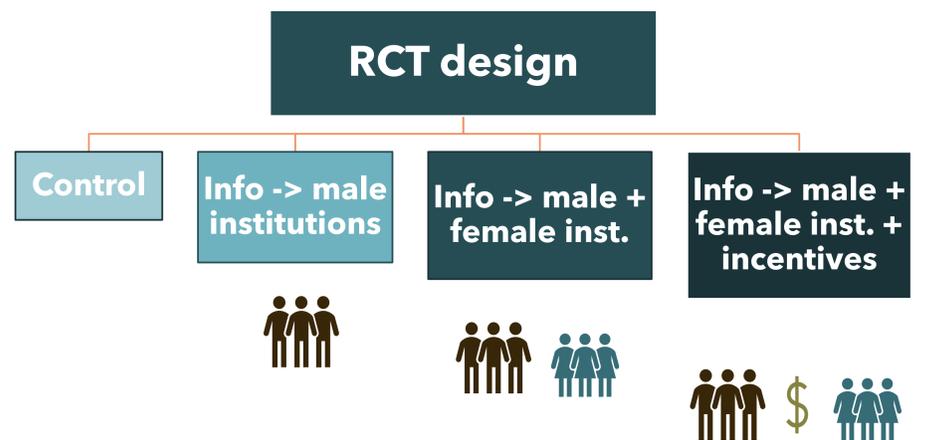


3. Study area

- Conducted in Oromia Regional State, Ethiopia
- One of country's main wheat producing regions
- Purposeful selection:
 - 2 zones: Arsi, East Shewa
 - 1 Woreda per zone: Hitosa, Lume
- Random selection:
 - 10 Kebeles per Woreda, 3 Wards per Kebele -
 - > 30 Wards per Woreda randomly selected to control and treatment

4. Study design

- Randomized controlled trial (RCT)
- Information campaigns delivered through man or women dominated socio-economic institutions at Ward level
- 60 Wards randomly assigned to 1 control and 3 treatment arms
- Campaigns implemented from June-July 2023 with 1200-1400 farmers



5. Hypothesis

- Gender-intentional information campaigns
 - enhance the uptake of modern wheat varieties
 - Enhance women bargaining power on fresh weed acquisition
 - especially in settings where women are already engaged in crop production decisions
 - enhance women bargaining power



Women group leaders during training in Lume



Wheat seed preparation at Hitosa Farmers Union