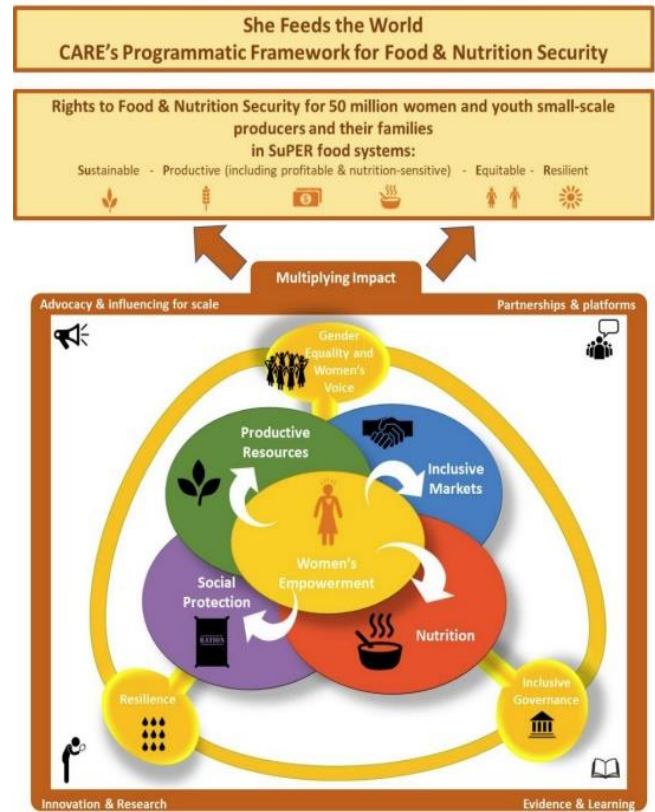


She Feeds the World

Program Profile April 2024

The She Feeds the World program framework of CARE aims to assist over 800 million people who go to bed hungry every night, not due to a lack of food production but due to global injustice. Hunger and malnutrition pose the biggest threats to public health and claim more lives than HIV/AIDS, malaria, and tuberculosis combined ([UN HLTF, 2008](#)).

Women make up 43% of the agricultural labor force on average in developing countries, two out of three women work in farming ([CGIAR, 2021](#)). On average, women in both developed and developing nations spend 2 to 3.4 times more hours per day than men on unpaid work ([Journal of Global Health, 2020](#)). They work up to 13 hours more per week than men, often without adequate training, resources like seeds and fertilizers, and land rights ([CARE, n.d.](#)). In most developing countries, women produce around 60 to 80% of the food and are responsible for half of the world's food production ([FAO, 2023](#)). However, their significant role as food producers and providers, and their crucial contribution to household food security, has only recently come to recognition ([FAO, 2023](#)). If women farmers were given equal access to productive resources as men, they could increase their yields by 20 to 30% which could lead to a 2.5 to 4% increase in total agricultural output, and help lift 100 to 150 million people out of hunger ([WFP, 2021](#)).



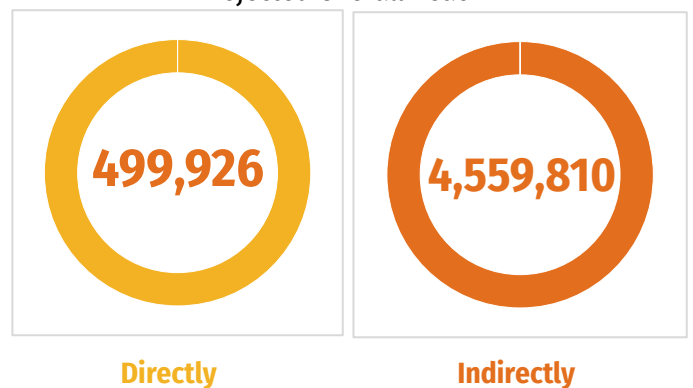
CARE's **She Feeds the World (SfTW)** is a programmatic framework which builds on its 75+ years of experience to include a stronger focus on nutrition, women's empowerment, market systems, and access to critical inputs like water and land ([CARE, n.d.](#)). It works directly with women to build their skills and confidence in sustainable agriculture practices, market engagement, gender equality, and food and nutrition security. These approaches link women to markets, improve family nutrition, and break down barriers that trap small-scale women producers and their families in poverty.

SfTW is also a program name for the CARE-PepsiCo Foundation partnership which is structured in five of the six SfTW Programmatic Framework outcome areas:

1. SUPPORTING Women's Empowerment
2. INCREASING Women's Access to and Control of Productive Resources
3. ENABLING Women's Access to Inclusive Markets
4. IMPROVING nutrition
5. MULTIPLYING Impact, to Enable Change at Scale

Transforming lives across globe

Projected Overall Reach



SfTW has worked or still actively working in Uganda, Peru, Egypt, Thailand, Vietnam, India, Pakistan, Colombia, and Türkiye with the goal to reach 5 million women producers their families and communities.

Outcome Area 1: Supporting Women's Empowerment

SFtW Uganda

- In the 2020-2021 general elections, 96 women SFtW participants ran for public office for the first time, and 64 won positions at village, parish, sub-county, and district levels.
- By the end of the project implementation, 53% of women participants were in managerial or senior decision-making leadership roles in the community in comparison to the baseline value of 11% - a 42% increase.
- 62.4% of men are taking up unpaid domestic care work, for instance, fetching water, caring for other family members, cleaning the house, and caring for children, compared to the baseline of 34.5%. SFtW has trained 158 Role Model Men (RMM) to-date. These RMMs serve as social agents, championing the transformation of restrictive social and gender norms that hinder women's full participation at home and in society. For instance, men recognizing nutrition as a key element of household prosperity and supporting women on nutrition and kitchen duties as reported in the endline evaluation.
- The RMMs have recruited 3,094 Male Action Group (MAG) members who used the MAG platforms for engaging men and boys in a systematic empowerment process to understand and support positive masculinity and gender equality. For instance, through the MAGs, men have reported increased support to their wives regarding nutrition, domestic work support, reduced GBV, joint household planning and decision making, allowing participation in project activities and other works, as reported in the endline evaluation.



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Outcome Area 2: Increasing women's access to and control over productive resources

SFtW Uganda

- SFtW Uganda played a critical role in linking 20 women's groups (with 20-30 members each) to government programs such as the Uganda Women's Entrepreneurship Program (UWEP) to support women's entrepreneurship, improve women's access to financial services, and equip them with the skills and services for enterprise growth. For example, one producer group received a USD 2,066 grant from the UWEP.
- Of 10 producer groups that applied for grants, five were awarded grants averaging USD 13,513 to invest in goat rearing, bull fattening and produce marketing, among other projects.
- Women's ownership of property and assets increased more than five times. At baseline, only 19% of women reported owning property (houses, livestock, non-farmland), compared with nearly 83% at endline – almost equal to men (88%). The breakdown shows that 43% of women reported owning a house, while 53% of men did; 39% of women own non-farmland, compared with 45% of men; and 34% of women own livestock, compared with 37% of men.
- Women farmers participation in decisions (sole and or joint) regarding agricultural production increased to 96% from the Baseline value of 34%.
- Women's access to markets increased by 13% (25% at Baseline and 38% at Endline).

SFtW Peru

- 2,786 families were able to connect to formal financial services such as rural and municipal savings banks and, in some cases, to credit programs such as Agrobanco. Of the total households, 1,249 are headed by women. These resulted in over 43% of active users of these services maintaining a savings account, which is an increase from 21.8% at baseline. Nearly 61% of active users applied for credit compared to 41.2% at baseline.
- 97.1% of women own or control productive assets related to their family production systems and increase their skills for sustainable production.

SFtW Egypt & SFtW Peru on WASH

- Farmers in Egypt, through adoption of water-efficient irrigation



techniques, saved 624.95 million liters of water. In Peru there was diagnosis and improvement of critical aspects in the Water Systems for safe water consumption in 35 locations, which benefits 42,545 families.

- In Peru there was delivery of Kits with materials, supplies, and equipment to 18 Water and Sanitation Services Administrative Boards.
- In SFtW Egypt, "Water Preservation and Replenishment" work conducted in Minya governorate was showcased at the 27th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP27), as an exemplary an impactful climate change initiative.



Outcome Area 3: Enabling women's access to inclusive markets

SFtW Egypt

- A group of SFtW women producers in Beni Suef were inspired to start a collective agricultural project and establish a savings group ([Village Saving Loan Associations \(VSLA\)](#)). They were strategic and savvy in marketing their potato production locally and commercially. They negotiated with vendors to increase the price from 3,200 EGP (USD 204) per ton to 4,500 EGP (USD 287). They also connected with a potato supplier that sells directly within PepsiCo's trader's network, increasing the price to 4,800 EGP (USD 306) per ton.
- SFtW project succeeded in establishing business linkage between 160 women and an okra trader in Giza governorate, after agreeing on special quality specs, fees for basic processing of okra and terms of payment.
- SFtW team convinced and trained these females to upgrade the processing method to rolling not cutting okra according to market demand and use more safe tools in the processing.
- The quality of processed okra was enhanced, and due to that the females' revenues were increased by 30%.

Outcome Area 4: Improving Nutrition

SFtW Peru

- Despite COVID-19 impacts, prevalence of child chronic malnutrition reduced by 6%. Additionally, reduced anemia in children under 5 and pregnant women.
- sFood insecurity decreased from 53% at baseline to 37.6% endline ([FAO's Food Insecurity Experience Scale](#)) through training 483 community health agents, distribution of educational materials aimed at changing behavior, radio campaigns, community learning events with health clinics, WhatsApp message campaigns, cooking demonstrations teaching preparation of nutritious and iron-rich foods, and household visits and follow-up phone calls by nutritionists and community health agents.

SFtW Uganda

- With support from district health officials, SFtW selected Village Health Team volunteers (VHTs) for capacity building. Initially 75 VHTs were identified and trained but later that number increased to 133 as part of COVID-19 adaptations.
- Adding volunteers allowed us to expand our outreach even during lockdown, when we could not host large community events. Ultimately, the VHTs reached 66,595 households.
- Number of women reporting consuming at least 5 food groups and balanced diet increased from 37% at Baseline to 59% at Endline.



Outcome Area 5: Multiplying Impact to Enable Change at Scale

SFtW Uganda

- SFtW's impacts are being scaled and sustained. After CARE's capacity-building, its NGO partner JESE has adopted the Role Model Men approach across its programming. Kyenjojo adopted the Role Model Men approach and the Fathers' Week event series.
- Kyegegwa is scaling the multi-stakeholder maize-bean multi-stakeholder platform to the sub-county level.
- Having seen the impact of the interventions, district governments already have begun to adopt SFtW approaches.
- In Kyegegwa, the agricultural department is cascading the multi-stakeholder platform from the district to the sub-county level and allocating resources to its extension officers.

SFTW Impact Stories

SFtW Uganda: Nyakatooma Bataka Cooperative Impact Story

Nyakatooma Bataka Cooperative started as a producers group growing maize, beans, and raising livestock. The savings group grew from 20 to 140 members, became a cooperative, and won a competitive grant from the Agriculture Cluster Development Project (ACDP). ACDP is a partnership project between the Ministry of Agriculture (MAAIF) and the World Bank to raise on-farm productivity, production, and marketable volumes of selected agricultural commodities (maize, beans, rice, cassava and coffee). ACDP awarded the Cooperative US\$55,085 to purchase a maize processing mill and build a new storage facility and an additional US \$1,382 for conservation activities including restoring grass and planting trees around the facility. As part of the agreement with ACDP, the cooperative contributed US \$25,973 from their savings and earnings. As a result of the asset financing grant, electrification of the village and surrounding communities has also started with the aim of supporting the operation of the value-add tools, like the milling machine.

