The Family Farm Approach: Farmer responses to a gender-inclusive approach to extension, CARE PNG’s Case

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Outline

- Overview of the Project (CISP)
- FBMT Statistics 2014 – 2019
- Farmer’s Responses (Impact)
- Importance of Family Approach: Why target the family?
- What is happening now?
Overview of Project

- Coffee Industry Support Project (CISP) is working in partnership with Coffee Industry partners. Project sites in EHP (5 districts), Simbu (1 district) & Morobe (1 district)

- In 2016, Family Farms research done in collaboration with the University of Canberra (funded by ACIAR)

- Family Business Management Training is CARE PNG’s family farm approach

- FBMT is one of the foundational capacity building trainings implemented to farming families with concepts of gender incorporated into the training.
Now, my husband lets me take the coffee to sell and allows me to use the money to budget. We decide together on how to spend the money, where the money goes and so forth”. (Female farmer – Feb. 2019)

“working together as a family team is good. In the past I usually worked along in the garden. After coming to the family team training I went back home and told my family what I learnt and that from now on everyone had to work together. Each person will have a responsibility. There are six of us in my family, now everyone knows what they are supposed to do and it has helped a lot with workload” (Male)

“I was a man who used his work as an excuse to get away from helping my wife in the garden. I am pastor so I tell my wife that gardening is your duty, your business. You do your work and I will do mine…Now I help my wife more, I spend most of my time with my family helping them. I have seen the fruit of that, we no longer have shortage of food like oil, salt and sugar because my wife sells the garden produce and helps me. I realized my wife and children are much happier than before” (Male)
Importance of Family Approach: Why target the family?

- As stated by the International Food Policy Research Institute, farming family is one of the most predominant forms of agriculture world-wide, both in developing and developed countries.

- In PNG, land is owned communally by clans/tribes and men make up 90% of the leaders who decide on how land is used. Isolating men from the equation in the hope of empowering women (in this case female farmers) will only slow the process of change or achieving gender equality.

- Gender Equality calls for both “genders” and less resistance has come from men when concepts of gender are hidden in an approach and socialized to them indirectly through trainings like the FBMT or FFT.

- Findings from the Family Farm Teams research shows that for women to be economically empowered, applying the family approach is fundamental.

- Evident from project implementation (last 5 years) shows significant positive impacts and that the ‘family farm’ approach works and can be made scalable, in some cases tailored to suit specific contexts.
What is happening now?

- The family farm/FBMT approach is becoming scalable where requests are coming from within the country and abroad. For example: farming families within CARE sites and industry partner farmer networks, CARE Vanuatu, Ivory Coast & Fiji.

- Govt. & Private sector partners are adapting some of these approaches into their systems and process. For example: CIC is integrating concepts from FBMT into their national coffee curriculum, Monpi Coffee Exports is systematically hiring female graduates as extension officers.
EM TASOL....THANK YOU!!