

**From the Field to the Table**  
**Investigating Gender Dynamics in Production, Marketing and Consumption of**  
**African Indigenous Vegetables (AIVs) in Kenya**

**May 28<sup>th</sup> and 29<sup>th</sup>, 2015, Invalidenstr. 42**

**Topic and objectives of workshop**

This international workshop is convened by two subprojects (SP) – SP 7b “Meal Cultures in Market Trends and Consumption Habits” and SP 10 “Gender Order: Embedding Gender in Horticultural Value Chains to Close or Reduce the Productivity Gap” – within the HORTINLEA project, which investigates how horticultural production and consumption, particularly of African indigenous vegetables (AIVs), contributes to food security in East Africa.

In East Africa women significantly contribute to horticultural production; they are involved in the production, post-harvest handling and preparation/cooking of African indigenous vegetables (AIVs). AIV value chains are still domestic and not globalized yet. However, there is a trend of accelerating commercialization of indigenous vegetable production, which comes along with value chain innovation and upgrading. The mainstream global value chain scholarship emphasizes the importance of value chain modernization or upgrading for economic development and poverty reduction in urban, peri-urban and rural areas. However, the overall effects of value chain upgrading have to be critically assessed from a gender and sustainable livelihoods perspective, as many feminist scholars argue.

This workshop aims at contributing to the global value chain scholarship by developing a conceptual framework that allows for examining value chains as embedded in local gendered practices of food production, processing, preparation and consumption. The following aspect will be discussed in the workshop:

- a. The workshop aims at setting out the parameters for a comprehensive qualitative research framework to analyse the social embeddedness of domestic value chains. Thus, the objective is to operationalize the concept of social embeddedness and develop a research framework that enables us to scrutinize the ways how domestic value chains are entrenched in socio-economic structures and gendered power relations at the local level.
- b. The workshop intends to understand how gendered power asymmetries, the gender division of labour as well as gendered norms and institutions in households and markets influence the organization and functioning of horticultural value chains and vice versa. Moreover, the workshop will critically discuss the gendered effect of value chain upgrading.
- c. The workshop aims at integrating an in-depth analysis of food habits, meal cultures and consumption behaviour as an integral part of value chain analysis. This will contribute to a deeper understanding of how changing food habits and consumption patterns influence procurement and marketing strategies of supermarkets, and thus, practices of food production, processing and distribution.

## Program

**Thursday, May 28th**

**9:30 – 9:45**

Prof. Christine Bauhardt and Dr. Gülay Caglar (Humboldt-Universität zu Berlin)

*Welcome Remarks*

**9:45 – 11:15**

Prof. Stephanie Barrientos (University of Manchester)

*Introducing Gender into Value Chain Analysis*

**11:15 – 11:30**

Coffee Break

**11:30 – 13:00**

Dr. Gülay Caglar (Humboldt-University of Berlin)

*How to Analyze the Social Embeddedness of Horticultural Value Chains: A Conceptual Framework*

**13:00 – 14:45**

Lunch

**14:45 – 16:15**

Ruth Gitigha (Humboldt-Universität zu Berlin)

*Mapping Domestic Value Chains from a Gender Perspective: The Gender Division of Labour in Production, Processing and Marketing of African Indigenous Vegetables (AIVs) in Kenya*

**16:15 – 16:30**

Coffee Break

**16:30 – 18:00**

Emma Awino Oketch (Humboldt-Universität zu Berlin)

*Shifts in Gender Power Dynamics: The Effects of AIV Value Chain Development*

**18:00 – 18:30**

*Wrap-up*

**Dinner**

**Friday, May 29th**

**9:15 – 10:45**

Prof. Emma Jane Abbotts (University of Wales, Trinity Saint David)

*Cultural Politics of Food Practices and Eating: Insights from Anthropology*

**10:45 – 11:00**

Coffee Break

**11:00 – 12:30**

Meike Brückner (Humboldt-Universität zu Berlin)

*The Role of Gendered Food Habits in Value Chain Analysis*

**12:30 – 14:15**

Lunch

**14:15 – 15:45**

Anne Aswani (Humboldt-Universität zu Berlin)

*Discovering Traditional Vegetables: Changing Food Habits and Consumption Patterns in Kenya*

**15:45 – 16:00**

Coffee Break

**16:00 – 17:30**

Dr. Parto Teherani-Krönner (Humboldt-Universität zu Berlin)

*Meal Cultures: Cooking as a Missing Link in the Conceptualization of Food Security*

**17:30 – 17:45**

Coffee Break

**17:45 – 19:00**

Roundtable Discussion

*Disseminating Gender Knowledge for Value Chain Development*

**End of Workshop and Dinner**

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