



GENDER-SMART STRATEGIES	H	SHORT-TERM OUTCOMES		MEDIUM-TERM OUTCOMES		LONG-TERM OUTCOMES
Board	→	Role model	effe	ect	-)	<ul> <li>Reduction in bias related</li> <li>to women's participation in</li> <li>leadership roles</li> </ul>
Employees	<b>→</b>	<ul> <li>&gt; Increased access to social protections for women and men (e.g., parental leave, healthcare)</li> <li>&gt; Increased opportunities for professional development for women and men</li> <li>&gt; Increased technical &amp; business skills for women and men</li> <li>&gt; Increased income for women</li> <li>&gt; Expanded business &amp; social networks for women</li> </ul>		<ul> <li>&gt; Increased knowledge, skills, social capital, and access to resources</li> <li>&gt; Improved agency and leadership among women</li> <li>&gt; Enhanced financial stability and wellbeing for women and households</li> </ul>		<ul> <li>&gt; Greater social and professional mobility for women</li> <li>&gt; Joint decision making and control over resources in household and community</li> <li>&gt; Shifts in norms related to what</li> </ul>
Farmers/ Contractors	<b>→</b>	<ul> <li>Increased access to finance, inputs, and farm assets for women</li> <li>Expanded skills in sustainable agriculture for women</li> <li>Improved yields for women</li> <li>Increased access to a ready buyer and/or secure markets, and greater farmer confidence</li> <li>Increased income for women</li> <li>Expanded business and social networks for women</li> <li>Greater women's participation and leadership in cooperatives</li> </ul>		<ul> <li>&gt; Greater investment into health, education, household and livelihoods</li> <li>&gt; Enhanced individual and family well-being</li> <li>&gt; Wider adoption of sustainable farming practices</li> <li>&gt; Women's heightened status in the community</li> </ul>		jobs / roles are appropriate for women and men
Consumers		> Increased production and availability of agricultural products*		→ Increased f	ood se	ecurity
		> Potential nutritional and health benefits				
		> Increased participation in "conscious consumerism"		<ul> <li>Greater awareness of and demand for ethically traded goods</li> </ul>		reater sector capacity to engage in ender-smart practices

\*Sustainably engaging both men and women in a company's value chain has the potential to increase production capacity. For example, studies have found that if women had equal access to inputs and thus achieved equal yields, overall productivity in developing countries would increase by 2.5-4%, which the Food and Agriculture Organization of the United Nations (FAO) estimates could reduce the number of undernourished people in the world by 100-150 million people, or 12-17%. FAO (2011). "The State of Food and Agriculture: 2010-2011." Available at: http://www.fao.org/3/a-i2050e.pdf