



INVESTMENT CASE STUDY

THE GENDER CHALLENGE

Along with success comes challenges. Traditionally perceived as a 'women's crop', groundnuts were predominantly grown for home consumption and rarely attracted male farmers. However, our investment of \$1.1 million in new groundnut varieties, agronomic training and modern processing technology for New Rotations Zambia (NRZ) has improved product quality, yields and access to more profitable regional and export markets. Owing to this success, more male farmers have started supplying NRZ.

As AgDevCo, our role is to monitor these trends and ensure that women are in no way disadvantaged. Currently, 52% of smallholder farmers are female, as are 19 of the 40 lead farmers who manage demonstration plots. By providing training to NRZ staff on gender issues we aim to maintain an appropriate gender balance among the company's supplier base.

GROUNDNUTS ARE HIGH IN NUTRITION WITH A RICH SOURCE OF DIETARY FIBRE, MINERALS AND VITAMINS. THEY ALSO CONTAIN 48-50% OIL, MAKING THEM A HIGH-VALUE PRODUCT WITH SIGNIFICANT COMMERCIAL POTENTIAL IN THE GLOBAL FOOD PRODUCTION AND PHARMACEUTICAL INDUSTRIES.