



# She Feeds The World.

“Women are undoubtedly the prime source of food for infants and children and this implies their unbeatable role in creating a healthy future generation.”

Birikit Terefe, *Huffington Post*



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## HUNGER THREAT

Nearly 800 million people across the globe will go to bed hungry tonight. Most of them will be women and children. Hunger and malnutrition are one of the greatest threats to public health killing more people than HIV/AIDS, malaria and tuberculosis combined (UN HLTF, 2008). The statistics are similar in Uganda, where on average; nearly half of all Ugandans consume fewer calories than they need every day. Women while contributing the majority of effort to agriculture often do not have a say in how their harvest is used.

### The Numbers:



**800** million  
across the globe  
hungry every night.



**60%** of the  
world's hungry are  
women.



**19.7%** of people  
in Uganda live  
below the poverty  
line



**29%** of children  
under 5 are  
stunted



**1/2** nearly half of all  
Ugandans consume  
less calories than  
they need every day



Uganda has a fast growing population expected to reach **100** million by 2050, with limited resources making the country's ability to achieve Sustainable Development Goal 2 on Zero Hunger difficult



Of the **70%** of Ugandan women engaged in agriculture, fewer than **20%** control outputs from their efforts. Although some positive improvements have been made, only 27% of registered land is owned by women.



## **BUSINESS UNUSUAL**

The problem of hunger and malnutrition is not about whether the world produces enough food. Rather it is a result of social norms that don't value women, market systems that do not reach poor people, climate change threatening productivity, and policies that fail the poorest and most vulnerable people .Uganda produces more food than it consumes. Yet, poverty still limits people's access to nutritious food, especially in the north and east of the country.

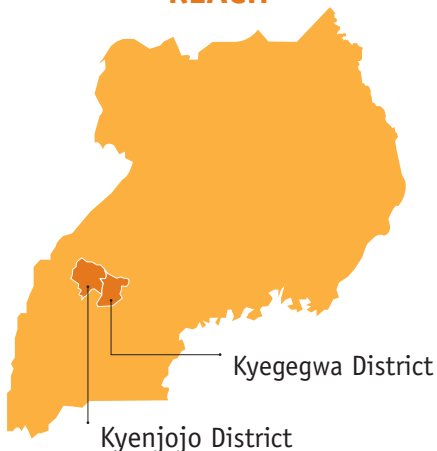
## She Feeds the World (SFTW)

She Feeds the World (SFTW) brings together the best of CARE and our partners' approaches into an integrated framework to solve these complex problems, and helps us work with others to scale them up to reach more people. It helps us get solutions to more people in need, faster and more sustainably.



**Our Aim:** To improve the food and nutrition security of poor rural households, with a strong emphasis on women small-scale producers Women in Focus

### REACH



**Target: 490,000 people**

**Direct Beneficiaries:** Farmer Field and Business Schools farmers and their households, other community-based groups and households targeted with leadership development and nutrition messaging, and government and civil society actors that receive training from CARE

**120,000** direct beneficiaries

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**Indirect beneficiaries:** Indirect beneficiaries include community members that learn from farmers who are direct participants in the program and through mass messaging campaigns around nutrition topics and gender equity.

**370,000** indirect beneficiaries

## 5 FOCUS AREAS

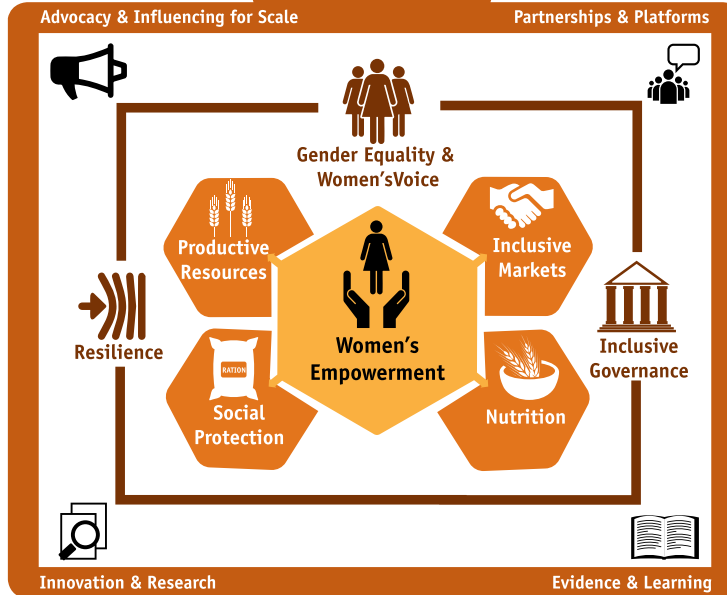
- I. **SUPPORT WOMENS EMPOWERMENT:** We will equip women with leadership, business and social negotiation skills to improve their performance through FFBS and community-led training and counseling programs.
- II. **ENABLE NUTRITION IMPROVEMENT:** The intervention will initiate behavior change using opinion leaders including Role Model Men (RMM) and Village Health Teams (VHTs). These leaders will help promote nutrition-rich crops, facilitate cooking demonstrations and introduce recipes and food preparation methods that maximize nutrition and improve hygiene and sanitation.
- III. **STRENGTHEN WOMENS ACCESS TO MARKETS:** Through CARE's training and workshops carried out at the Farmer Field and Business Schools, women farmers will learn how to effectively manage their produce, take advantage of the available market opportunities and improve or establish their competitiveness.
- IV. **IMPROVE WOMENS ACCESS TO RESOURCES:** We will empower women to take advantage of opportunities, resources and information that improve their bargaining and purchasing power with regard to land ownership.
- V. **EXPAND BENEFITS ACROSS COMMUNITIES:** To multiply and sustain gains made, we will engage with the national, district and local government, including the private sector) in Uganda to share learnings. On the ground each FFBS will host a series of community days, where non-participating farmers visit the model farms to learn.

**She Feeds the World**  
**CARE's Programmatic Framework for Food and Nutrition Security**

**Rights to Food & Nutrition Security for 50 million women and youth small-scale producers and their families in SUPER food systems:**  
 Sustainable - Productive (including profitable & nutrition-sensitive) - Equitable - Resilient



**Multiplying Impact**



## OUR METHOD


### “Farmer Field & Business School (FFBS)” model: An integrated approach

CARE’s approach to this project is called “Farmer Field & Business School (FFBS)” model, pioneered by CARE’s five-year multi-country program, called Pathways. CARE’s FFBS is a participatory, women-focused extension approach that helps farmers build the skills necessary to increase productivity and production; access markets and sell at competitive prices; collaborate with each other; and engage in efficient decision making. It transforms the status and recognition of women by providing the support they require to be successful farmers, business people, leaders, and agents of change. Participation in the FFBS will build women’s self-confidence and expand their autonomy, reduce gender-based violence, and engender respect from their families and communities towards them. The FFBS group is the platform through which CARE delivers all of its services to women small-scale producers.

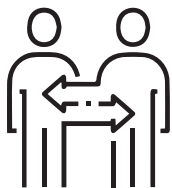
#### KEY STEPS:

- 1** FFBS will rely on community-based groups of approximately 25 people – mostly women – organized around various extension topics, such as conservation agriculture, access to markets, access to finance, improving quality in demand by end markets through better post-harvest methods, and other topics.
- 2** The model forms new groups and uses adult learning principles that offer practical lessons. Farmers can then translate this learning and adapt it into their own fields, creating ownership and sustainability.
- 3** In addition to providing training on farm production techniques, proper nutrition, gender equality, marketing, and business management, the model uses gender dialogues to engage men and leaders who can facilitate the change required to assist women farmers and communities to reach their full potential.
- 4** CARE Uganda will include some of its own best practices around women’s leadership and psychosocial support, and forming Male Action Groups to support women and girls.

## Project Performance Measurement, Collaboration and Sustainability.

 **Tracking Change:** The Project's Monitoring, Evaluation, Accountability, and Learning (MEAL) system a results-based and designed method will be used to track progress against set objectives, outcomes and outputs. Indicators related to change in Knowledge, Attitudes and Behaviors (KAP) will be measured through a KAP survey at base and endline while indicators related to changes in agricultural production, productivity, and income will be measured through quantitative surveys. Data from Farmer Field and Business Schools will also be used to measure change. The MEAL system also tracks local partners' performance. The project team will conduct field visits and support partners in submitting progress reports as well conducting quarterly review meetings.

## Partnerships for Impact and Sustainability

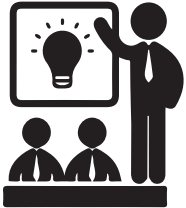


**National and local collaboration:** CARE has strong partnerships with the government at national, district and local levels. Our partnerships with the Ministries of Agriculture (MAAIF) and Water and Environment (MWE) as well as Ministry of Finance planning and Economic development will be leveraged to multiply the impact of this project. CARE is also a member of the national financial Inclusion Inter-institution steering committee which creates a platform for coordination and collaboration on issues related to increasing access to financial services, consumer protection as well as consolidating best practices of the informal savings groups which the project is targeting under the FFBs model.





**Multi stakeholder and International platforms:** In addition, CARE also plays an active leadership role in multi-stakeholder platforms like the Alliance for Climate Smart Agriculture in Africa (ACSAA). This platform brings together INGOs, government ministries, current donor-funded programs (e.g. DANIDA funded project focused on land rights for women and girls) and multi-laterals (like FAO) to influence the government's climate smart agriculture and gender empowerment strategies.



**Academia, Civil society institutions:** The project will go beyond working with women farmers to supporting and building the capacity of extension agents from both government and civil society organizations to support project target groups. The project will engage with local governments' heads of departments and relevant national government agencies such as the Zonal Agriculture Research Development Institutes-ZARDI, food security cluster and working group, among others to solicit their support while influencing their ways of working with poor women farmers.



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**CARE UGANDA**

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