

WOMEN IN AGRICULTURE INITIATIVE

MID-YEAR UPDATE (JANUARY-JUNE 2020)



GROW

Increasing the proportion of gender-inclusive and women-led businesses in our portfolio.

We set ambitious lending targets to invest more capital in gender-inclusive and women-led businesses across all regions by 2022. To facilitate this, we launched a set of market studies to map women's roles in six value chains across 12 countries. These studies will help us build a pipeline of new women-led and gender inclusive businesses, and provide insights so we can better serve our current clients.



CULTIVATE

Strengthening the capacity of women working in agricultural enterprises.

We developed a comprehensive gender inclusion toolkit for our team of advisors. Piloted in South America—with eventual rollout across our regional offices—this toolkit provides guidance on how to ensure women can equitably participate in our trainings. We also launched a partnership with Value for Women to develop a first-of-its-kind gender equity advisory service. After conducting a diagnostic to self-identify barriers and opportunities for women, businesses receive targeted training that builds their understanding of the importance of gender equity and helps them take steps to achieve it.



INNOVATE

Supporting agricultural enterprises to design and implement strategies that benefit women.

Starting in March, we provided emergency support to help businesses continue operating despite COVID-19-related setbacks, while protecting their communities from the virus. From the beginning our response has centered on women—who are disproportionately impacted by the pandemic and key to overcoming it. We approved grants for the women members of five cooperatives in Peru with the support of the Wagner Foundation and to three women-led businesses in Indonesia with our partner Investing in Women. Also, as part of our ongoing efforts to increase economic independence for rural women, we continued to promote the adoption of Savings and Credit Cooperative (SACCO) models. Building on our successful pilot in Kenya, we will roll out our expanded SACCO program to two businesses in East Africa later this year.



AMPLIFY

Demonstrating to others how to holistically impact women across agricultural value chains.

Over the past several months, we have sought to learn from women around the world about how the COVID-19 pandemic has impacted them and their businesses. We have shared those findings with peers to encourage and inform broader response efforts. In addition to highlighting the disproportionate effects of the pandemic on women business leaders in our latest report, members of our leadership team have presented our learnings to partners and through webinars with the U.S. Development Finance Corporation and the IKEA Foundation.

2020 BY THE NUMBERS

42%

Outstanding Balance to Gender-Inclusive Clients

47%

Gender-Inclusive Clients

22%

Women-Led Businesses

40%

Women Farmers Reached

32%

Women Participants in Advisory Workshops

49%

Clients with Programs Specifically Designed for Women

*January 1-June 30, 2020

CUMULATIVE IMPACT SINCE 2012

GOAL BY 2022: 443K

WOMEN FARMERS REACHED **534,117**

GOAL BY 2022: 13.5K

WOMEN EMPLOYEES REACHED **12,514**

GOAL BY 2022: 100

WOMEN ENTREPRENEURS REACHED **98**

In 2020 Root Capital underwent a cumulative metrics reporting update which has resulted in an increase for many of the metrics we report on. With the exception of "Women Employees Reached," the metrics in this report use the updated methodology, which will be used for all metrics in following reports.



CLIENT STORY

AMPROCAL

LOCATION: HONDURAS PRODUCT: COFFEE

In mid-March, the government of Honduras shut down the country to protect against the spread of COVID-19. AMPROCAL, an all-women coffee cooperative, had just finished their annual harvest. While their members were well-stocked for a short-term lockdown, this women-led business had the foresight to realize they were staring down months of uncertainty. AMPROCAL had received a Gender Equity Grant from Root Capital to help its women members boost their climate resilience, but they couldn't carry out this longer-term project without first addressing their community's immediate needs. Working with a Root Capital donor, we approved a redirection of their grant so AMPROCAL could equip their farmers with seeds for food crops to guard against imminent shutdown-related food insecurity. Our advisory team pivoted too, shifting from agronomic coaching on coffee production to advising on food cultivation. The women of AMPROCAL, thanks to the hard work of their leaders, are better prepared to withstand this pandemic's challenges so they can build their resilience for a more prosperous future.