



# She Feeds the World

## Impact and Scale - December 2023

**OVERVIEW** PepsiCo and the PepsiCo Foundation have partnered with CARE, a global poverty-fighting organization, since 2018 to meet the nutritional needs of a growing global population and tackle gender inequality in the agriculture sector through our She Feeds the World program. An \$18.2 million initiative, She Feeds the World aims to improve the food security and nutrition of poor rural households, with a strong emphasis on women small-scale producers. The program works directly with women to build their skills and confidence in sustainable agriculture practices, market engagement, gender equality, and food and nutrition security.

SFtW is a programmatic framework that recognizes the vital role that women small-scale producers play in global food production and empowers them to access the resources, support, information, technologies, skills, and confidence they need to invest in their farms, businesses, families, and communities. As a result, women boost production and generate income that they use to send their children to school, feed their families more nutritious meals, keep their kids and family members healthy, expand their businesses and employ others, and build savings that help them during tough times. This impact and scale brief summarizes examples of the impacts achieved by the program so far.

# 5M

Small-scale women producers and their households and communities.

Supports Pep+: *Improve the livelihoods of more than 250,000 people in our agricultural supply chain and communities, including by economically empowering women.*

Uganda, Peru, Egypt, Thailand, Vietnam, Pakistan, India, Colombia, and Turkey

## She Feeds the World Uganda

**Duration:** 2018-2022

**Location:** Kyenjojo and Kyegega

**Reached:** 541,630 people  
(125,010 direct and 416,620 indirect)

### Women's Leadership

SFtW trained 500 women on leadership skills, psychosocial counseling, and mentorship who then provided training, mentorship and coaching to more than 16,000 women. The primary indicator of success was that 96 women leaders ran for public office during Uganda's 2021 general elections – and 64 of them won! Also, women leaders led campaigns to empower women and girls in their communities. For example, advocacy by women leaders in Kakabara sub-county led to an increase in the number of girls enrolled in primary school – from 297 in 2019 to 471.

### Food and Nutrition Security

SFtW Uganda set out to improve nutrition in communities, especially for women and young children through training, support networks, and behavior change at the household level. Participants were encouraged to adopt at least three recommended feeding practices with a specific focus on enabling adult women to eat from 5 of the 10 defined food groups and children under two years old to consume the Minimum Acceptable Diet. At endline, the number of women reporting consuming at least 5 food groups and balanced diet increased from 37.2% to 59% and a mean Coping Strategies Index (CSI) of 1.2 which means that the majority of the households are relatively food secure.



### Women producers economic power increased

Through SFtW, women's access to agricultural inputs (like herbicides, seeds, and pesticides) increased from 25% to 39% - and a 13% increase overall for men and women participants. Significantly, women demonstrated control over the sale of the produce from their own plots (43.6%) as much as the men (41%) or jointly with their spouses (41.1%). There was a 40% increase on selling produce compared to the baseline which can be attributed to the Farmer Field and Business School (FFBS) approach including an increase in collective marketing by producer groups from only 7.8% at baseline to 61.4% at end line. Women's ownership of property and assets increased more than five times. At baseline, only 19% of women reported owning property (houses, livestock, non-farmland), compared with nearly 83% at endline – almost equal to men (88%).

### Role Model Men (RMM)

SFtW trained 158 Role Model Men to champion the re-envision of social norms on gender roles and power relations, while also fostering food security and good nutrition in households, across SFtW communities. By the end of the program, we saw an increase in men involved in domestic care work including collecting water, caring for children or family members, and cleaning from 34.5% to 62.4%. SFtW has contributed to the respect for care work and increased equal distribution of responsibility by promoting men's involvement. CARE's local partner, Joint Effort to Save The Environment (JESE), adopted the gender equality approach of SFtW into its programmatic strategy and the local governments adopted the male engagement approach so that SFtW's mission to reduce women's care work burden and reduce gender-based violence will scale.

### **Sustainability and Government Engagement**

Influenced by the success of SFtW, the Kyenjojo District Council has designated June as Father's Month as a means to address harmful social norms against women and girls. Busitema University committed to adopting and adapting the FFBS curriculum into several university courses. Women producer groups have been linked to government programs for further support beyond the project period.

### **Catalyzed Capital**

SFtW Uganda captured the interest of government organizations, including the ACDP, a partnership of the Ministry of Agriculture, Animal Industry and Fisheries, the World Bank's International Development Assistance, Starbucks, and a private family foundation in the U.S. to promote complementary interventions that have helped improve the impact of our interventions. The estimated total value of additional funding leveraged as a result of PepsiCo Foundation's investment is US\$1.1M.

## **She Feeds the World Peru**

**Duration :** 2019-2023

**Location :** Lima, Ica, Piura

**Reached:** 481,352 people  
(55,399 direct and 425,953 indirect)

**Economic Resilience** Despite the challenges of COVID 19 and the global food crisis, more than 3,300 households increased their income through agriculture and livestock. The average monthly income per household increased from US\$328 to \$441, representing an increase of 34.5%. The gross value of production increased by 49.5%, from US\$787 to \$1,176. Nearly 80% of women gained greater power in their decision-making capacity over productive investments at home. More than 97% of women participants reported control of productive assets and increased sustainable production skills.

### **Women's Leadership**

SFtW trained 127 women to be promoters of agricultural competitiveness – an innovative approach to empower women while providing community technical assistance. The promoters were trained through CARE's FFBS approach, in addition to courses in management and soil analysis. They now have a source of revenue providing agricultural extension services and soil analysis in their communities and are seen as agricultural leaders.

### **Food and Nutrition Security**

Despite the impact that COVID had on both public health and the economy, the final evaluation shows remarkable improvements in nutrition, food security and the promotion of healthy practices. SFtW reduced the prevalence of child chronic malnutrition by 6% and reduced anemia in children under 5 and pregnant women. Using FAO's Food Insecurity Experience Scale, food insecurity decreased significantly from 53% at baseline to 37.6% (15.28 pp). This was possible through training 483 community health agents, distribution of educational materials aimed at changing behavior, radio campaigns, community learning events with health clinics, WhatsApp message campaigns, cooking demonstrations teaching preparation of nutritious and iron-rich foods, and household visits and follow-up phone calls by nutritionists and community health agents.

### **Sustainability and Government Engagement**

SFtW contributed to proposed policy guidelines for the National Policy for Women Agricultural Producers, led by the Peruvian Ministry of Agrarian Development and Irrigation (MIDAGRI). The policy, will promote the empowerment of women farmers and incorporate the gender approach into MIDAGRI's agricultural initiatives – a potential impact on 2.5 million women producers.

## Catalyzed Capital

SFtW captured the interest of government organizations, including Ministry of Agricultural Development and Irrigation's Agro Rural and Sub sectoral Irrigation Program (PSI), the National Agrarian Health Service of Peru (SENASA), as well as some private donors, to promote complementary interventions that have helped improve the impact of our interventions. The estimated total value of additional funding leveraged as a result of PepsiCo Foundation's investment is US\$1.3M.

## She Feeds the World Egypt

**Duration :** 2019-2024  
**Location :** Minya, Beheira, Beni Suef, Giza  
**Proj Reach :** 465,600 people  
(77,600 direct and 388,000 indirect)

### Water Replenishment in Minya

In 2019, CARE and PepsiCo agreed to focus on water replenishment activities in Minya (e.g., introducing modern and drip irrigation practices and working with water user associations) so that it would contribute to PepsiCo's water replenishment targets. We set a goal to replenish 130M liters of water per year; however, an assessment by external consultants found that the initiative replenished 420.6M liters (324% of target). This water savings improved the security and sustainability in PepsiCo's catchment area in Minya, decreasing the abstraction from the Nile

"We at PepsiCo are very proud that we are part of these heroes' journey, and we're extremely happy to share hope with farmers across Egypt. Programs like this have helped PepsiCo Egypt achieve its bigger goal which is 100% of our potatoes used in Chippy are from Egyptian farms. Could not be prouder of our Egyptian Heroes." Mohammed Shelbaya, Chairman and CEO PepsiCo Egypt, LinkedIn post

River, reducing PepsiCo's footprint, and giving Minya farmers greater security in an area of high-water insecurity.



### Women in Key Value Chains

**Potato:** SFtW is supporting more than 1,000 potato producers to improve the quality of production, increase access to inputs, and negotiate better prices. Thirty-seven potato producers are selling to Chippy (PepsiCo Egypt snack brand). Among them, a group of 10 women potato growers has gained national recognition for their production and agreement with Chippy. They also train other women, supply them with potato seeds, and create a link for another 87 women.

**Artichoke:** Artichoke is grown primarily for export in Egypt and processing and preparing it for export is requires intensive labor. For those reasons, women are typically not involved in the artichoke value chain. With support from the governor of Beheira, SFtW saw the opportunity to engage women producers in this high-margin crop and began training groups of women using SFtW's FFBS approach to prepare artichoke for export. Two-hundred women were linked with traders who provide the artichokes and pay them for the processed vegetables. In just one season, the women earned 804,000 EGP (\$43,226), or 4,020 EGP per woman.

**Okra** SFtW supported 160 women that were processing okra for sale by organizing them into savings groups, teaching them improved processing and safety methods, and improving their relationship with the trader. The women negotiated an agreement with the trader aligning

on quality specifications, fees and better terms of payment (installments instead of seasonal), and more convenient collection points. The women reported that they could now process more okra faster (48/kgs per day vs 74kgs over several days), the price per kilo doubled (from EGP 0.5 to EGP 1), and average daily revenue increased 30% (37 EGP to 48 EGP). Overall, the average monthly revenue increased from 925 EGP to 1,200 EGP (US\$18 to US\$23).



## She Feeds the World Colombia

<b>Duration:</b>	2023-2024
<b>Location:</b>	Nariño
<b>Project Reach:</b>	113,200 people (13,200 direct and 100,000 indirect)
<b>Reach to date:</b>	5,183 people (1,057 direct and 4,126 indirect)

### Sustainability and Government Engagement

Before the program had launched, CARE and PepsiCo engaged national government officials in conversations about the program so that when the program had its public launch in September 2023, it was in collaboration with the Ministry of Agriculture. The Minister was deeply impressed by the SFtW framework and more importantly the program's alignment with the national agenda to empower women small-scale producers. Consequently, the Ministry of Agriculture and Development of Colombia awarded \$500,000 in matching funds for implementation of SFtW in Nariño.

Thanks to the program, the government of Colombia has been exposed for the first time to the FFBS model and is now willing to pilot it in other

regions of the country, utilizing alternative funding sources. CARE is planning to undertake capacity-building activities to support the adoption of this model at a national scale.

### Global impacts of SFtW for CARE programing

In addition to the wide-scale impact of the program in the countries specifically targeted by the PepsiCo-funded initiative, the CARE-PepsiCo Foundation partnership has been instrumental in shaping and improving CARE's overall thinking on food systems. Before "SFtW PepsiCo," CARE's approach to agriculture and food was not that holistic. SFtW allowed us to test an integrated model that captures all the different critical aspects of food systems (access and control of productive resources, access to inclusive markets, nutrition, safety nets, gender equality and empowerment, multiplying impact etc.) in a strongly coherent manner. Now, the SFtW approach, integrated by the PepsiCo program, is applied by CARE across the board to more than 130 programs worth USD 730 million in more than 40 different countries.