

SNV supporting the gender-responsive growth of the cinnamon value chain



Nam Det Commune 546 households

Project supported by SNV

Location:	Nam Det commune, Bac Ha district, Lao Cai province
Implementer:	SNV Netherlands Development Organisation
Donor:	Australian Government through WEAVE project
Duration:	2016 - 2020
Local partners:	Lao Cai Women's Union, Agricultural Extension Centre/Department of Agriculture and Rural Development

Ethnicity:	Dao (82.5%), Phu La (11%), Hmong (6%) and Kinh (0.5%)
Main income:	Cinnamon plantation, production and trading
Working in:	8 production groups

The **Women's Economic Empowerment through Agricultural Value chain Enhancement (WEAVE) project** is being implemented by a consortium of SNV, Oxfam and CARE International with funding from the Australian Government. The project aims to increase women's economic participation and empowerment in the value chains of cinnamon in Nam Det, Bac Ha, Lao Cai (SNV), pork in Bao Nhai, Bac Ha, Lao Cai (Oxfam), and banana in Thanh Van and Mai Lap, Cho Moi, Bac Kan (CARE).



Key activities in the cinnamon value chain

1 Transforming gender norms

- Building knowledge of cinnamon farmers on gender equality issues in households and communities
- Household dialogues (husband and wife) to increase sharing of housework and women's role in decision-making processes
- Promoting women's leadership, participation and voice



2 Business support

- Reinforcing and increasing collaboration among farmers through existing and new cinnamon farmer interest groups (FIGs) with more women leaders
- Providing technical support to increase value of cinnamon products (e.g. organic certification, development of new products)
- Enhancing linkages between actors in the cinnamon value chain
- Provide technical support for women-led business initiatives
- Supporting product branding, promotion and connecting to new markets (e.g. display in agricultural trade fair, cinnamon festival)
- Supporting reduction of harvesting and transportation hardship, post-harvest management, quality assurance

3 Policy advocacy

- Building knowledge of public actors on gender equality issues in the cinnamon value chain
- Supporting enforcement of gender equality and women's economic development in national and regional development policies
- Improving key policies to promote cinnamon production and businesses, giving equal opportunities to men and women in the value chain



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