Women Access To Market : Vegetable Marketing Of Women In The Village Of Hambaro, Nanggung Subdistrict, West Java.

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Abstract

The Vegetable Agro forestry (VAF) System developed through the SANREM Project in Indonesia is located at the Nanggung, a sub-district , Bogor District, West Java Province. In Nanggung, agriculture production is dominated by men with women have little access and control over land, capital and production inputs. Although still dominated by men, a fair number of women have access (12.6%) and control (12.6%) over marketing of agricultural products and 12.2% of women have access to information on the price of agricultural products. This study aims to compare how gendered networks and coalitions affect the ability of groups to access and control natural resources and to access appropriate markets and capture value for their agricultural products. The study showed that men produce and sell main agricultural products such as rice , corn or cassava, while women may produce and sell minor vegetables. Most agricultural products are used for consumption and the surplus are sold around the village or to the middlemen. Commercial production by women farmers started with jasmine flower and later with guava. In the village of Hambaro, the access to market is open to everyone, but dominated by men. Only a small number of women in Hambaro use the access to market their products. All nodes in the marketing network of vegetables and fruit/guava are dominated by men. The middlemen provide information on demand and price of products. Men and women obtain the same price when they use the same network. Men get higher price only when they go directly to the big market. Most women do not negotiate for price only on the term of payment. Although men dominated the market for vegetables and fruits, the allocation of expenditures from the sale of vegetables and fruits are similar to that of women. The source of power of men is from the long established network between men and the middlemen. In addition to institutionalized farmer groups and access to capital. The source of power of women is mainly from family networking and supports. Women who are actively participated in marketing gain support from their husband in production and marketing of vegetables and are more confidence in negotiating obstacles in marketing Katuk by selling directly to consumers/retail and obtained higher price than from middlemen.

Key words: gender analysis, marketing network, vegetable agroforestry,

Background

The Vegetable Agroforestry (VAF) System developed through the SANREM Project in Indonesia is expected to aleviate povery, food scarcity and reduce environmental degradation in Indonesian watersheds. The project on vegetable agroforestry in Indonesia is located at the Kecamatan Nanggung, a sub-district located in the western part of the West Java Province. Nanggung is considered as one of the less developed area in the Bogor Regency with highest number of poor households. The main productive activity in Nanggung is agriculture, mainly rice, although most households income comes from non-agricultural activities.

Vegetable Agroforestry (VAF) system is the type of agriculture system being introduced to the Nanggung Sub District by the SANREM Project. This system is believed to be able to increase income of farmers through the introduction of high value vegetable crops and improve farmers's livelihood and at the same time reduce the risk of furhter degradation of watershed area and maintain sustainable agriculture. Underlying SANREM's approach is the assumption that access to markets will enhance livelihoods and play a significant and positive role in sustainable agriculture and natural resource management.

Access to both natural resources and markets is gendered, and gender mediates the distribution of benefits between individuals and within households in given communities. Socio economic study showed that women of Nanggung have been participated in agriculture production, however, most women are involve in rice production. Only small numbers (12.1%) are involve in dryland agriculture. The lack of women active participation in vegetable production is mainly due to lack of access to production inputs and credits. The baseline data showed that only 12.9 % of women have access to credits and very few women (3.3%) have access to production inputs and technology. . Although still dominated by men, a fair number of women have access (12.6%) and control (12.6%) over marketing of agricultural products and 12.2% of women have access to information on the price of agricultural products.

This study is aimed at understanding how the gendered nature of networks linking women to markets impact the quality of information they receive and their bargaining power .

Methodology

1. Focus groups discusion with members of women farmers to identify formal and informal markets for products, as well as source of products.

2. In depth interviews with women who actively market their product as well as representatives of different sectors/groups identified in market.

3. Surveys at markets and households in local communities to assess the differences in current market prices commanded by member within a group.

4. Map gendered spaces of production and gendered spaces in the market to identify links between two physical spaces (harvest and sale).

5. Identify and characterize networks, coalitions, or associations facilitating access to market. Describe their origin.

Findings

Characteristics of Respondents.

The respondents were part of the group of women in the Bhakti Tani Women Farmer Group. The average age of the respondent are 39.3 year , the youngest is 26 year old and the oldest was 60 year old, the average age of the husband is 46.9 year old with the youngest age of 26 and the oldest is 70 year of age. The women are in the productive age group. One woman is head of the household (widow). The average education of the women is 7.1 year and only two graduated from highshcool. The average education of the husband is similar.

The average member household of the respondent is 6 and is classified as medium size household. The occupation of head of household are farmer (33.3%), owner of small business (22.2%), trader (11.5%), labour (11.1%), employee (11.1%). The average income of the household is Rp 1 509 280/month which 61.7% is contributed by the husband and 38.7% is contributed by the wife.

Most respondents are members of the women farmer group and are member of the newly formed saving and loan group since 2008. Two respondents recently joined the saving and loan group in 2009. The most respondents have had training in vegetable production from the SANREM project

Experience in Vegetable Production and Marketing

Rice is the major crop in Nanggung and rice production involves both men and women, in which plays important role. Vegetable production is done as supplementary farming activity. Most agricultural products are use for consumption and the surplus are sold around the village or to the middlemen. However, the case is different for Guava. The farmers in Hambaro planted Guava solely for commercial purposes to sell the product to the market. During peak seassons, the main buyers (pelanggang/langganan) from the big cities of Jakarta, Surabaya and Bandung come to Hambaro. During regular seassons, the farmers sell to the middlemen.

Women in Hambaro do not customary involve in marketing of produce. Based on our baseline study, marketing of produce are generally done by men. The respondents, women who belong to the Women Farmer Group Bakti Wanita Tani, are the few who are involve with marketing produce. These women first involve in marketing when they were introduce to planting jasmine 16 years ago. The women mostly planted jasmine in their garden and sold directly to the buyer who cem from the capital, Jakarta. This practice is no longger sustained because the buyer did not increase the price/buy at the same price for the past 10 years.

The women respondents have different reasons for their direct involvement in vegetable production and marketing. The reasons include economic reason to support family income, to have fruit and vegetables for the childern, follow neighbours or have underutilized land. Factors affecting women's choices of crops grown, can be summerized as follows.

- Family economic needs, and the women feel capable
- Women have spare time to be allocated for productive activities close to home (home garden/*pekarangan*)
- They were introduced to the cash crop of Jasmine and Guava by relatives from the big city.
- The leader of the women farmer group is the local extention person who attended meetings with other local extention and government extention workers in the District.
- Goverment or NGO introduce new crops to the famers.

The types of vegetables and fruits produced and sold by women in the group include yard bean, bean, cucumber, gnemon, corn, tomato, bamboo shoot, mustard leaves, cassava leaves, and recently katuk (Table 1). When the harvest is small the vegetables are sold in bunches/bundle directly to consummers or to neighbourhood stores (warung). When the harvest is large the women sell their vegetable to the middlemen (tengkulak).

Table 1. Types of Vegetables and Fruits marketed by women.

Type of Vegetables/ftuit	No of respondends	Price
Bean	1	Rp 1250/kg
Chilly peper	2	Rp 5000/kg
Gnemon	1	Rp 10 000/kg
Corn	1	Rp 8000/kg
Guava	4	Rp 1000-2000/kg
Yard bean	3	Rp 1200- 2000/kg
Katuk	6	Rp 1200/kg Rp 500/bundle (5 bundle /kg)
Gnemon seed	2	Rp 15 000/kg
Papaya	1	Rp 1000/kg
Mustard leaves	1	Rp 1250/kg
Cassava leaves	1	
Cucumber	3	Rp 1000/bag
Tomato	1	
Sweet potato	1	Rp 1000/kg

Table 2. Men and women's spaces (physical areas) in the production and processing of products (Guava) destined for market.

NO	DESCRIPTION	MEN	WOMEN
1	**Production**		
	Roles	Planting, harvesting	Planting, maintenance and harvesting
	Scope of physical areas	Village	Hamlet
2	**Processing**		
	Roles	No processing	No processing
	Scope of physical areas		
3	**Marketing**		
	Roles	Marketing agricultural producee to the formal market	Selling vegetables to neighbour and neibhbour market.
	Scope of physical areas	Very large, to formal market and even out of town	Limited mostly informal. ke neigbourhood

Women Market Network

Access to market for agricultural products is open to both men and women. For the village of Hambaro, the access is open to everyone. The market for vegetable in Hambaro consists both of formal and informal market. The informal markets of vegetables sold by women are the neighourhood store/warung or the neighbour directly. The closest formal market for the women is the one tin he other subdistict (Leuwiliang). The only network linking the women in Hambaro with formal market is through the middle men. Only a small number of women in Hambaro use the access to market their products. Our respondents belong to this group. These women have access to capital (in this case through saving and loans) and are highly motivated to develop network with middlemen or with retailers.

Most niches in the market is under the control of men. The network that the women use to sell vegetables and Guava are male dominated. In the closest major market in Leuwiliang only small number of women occupy niches in the market mostly selling herbs. Men control most of the niches in the market, most act as wholesellers for buyers from Jakarta or other big cities. Women only sell as small retailer or sell vegetables in the neigbourhood stores (warung). All nodes in the marketing network of vegetables and fruit/guava are dominated by men (Figure 1).

Most agricultural products are use for consumption and the surplus are sold around the village or to the middlemen. However, the case is different for Guava. The farmers in Hambaro planted Guava solely for commercial purposes to sell the product to the market. During peak seassons, the main buyers (pelanggang/langganan) from the big cities of

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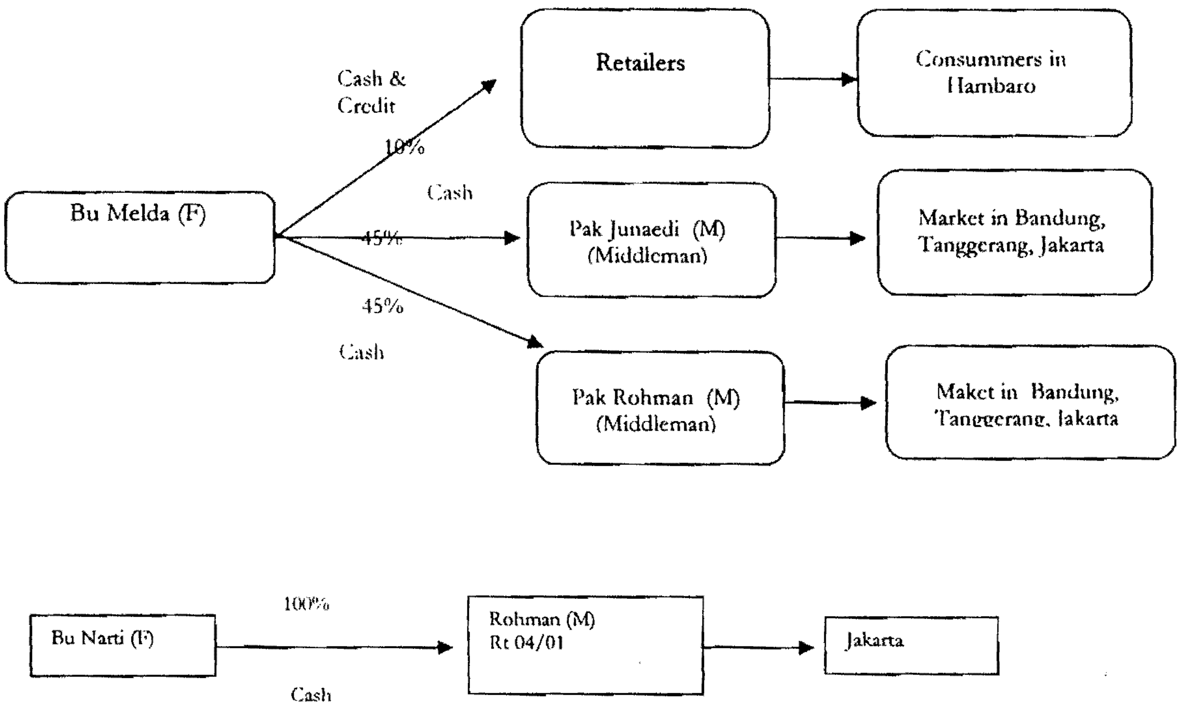

Figure 1. Market Network of Two Women Respondents in Hambaro for Guava

In most cases, when the marketing of vegetable involve middlemen, then the price is dicided by the middleman. The middleman who come to the village from other village or from the same village act as source of information for price and demand of the product. Women and men obtain the same price when they sell the same product to the same middleman, as is the case of Guava. Men may get higher prices because they can go directly to the market but when men use the same network as women, they obtain the same price as women.

Most women do not negotiate obstacle to market, especially in guava. Most women who sell guava also do not negotiate for price, they receive the price as set by the middlemen who are mostly men. Women negotiate only on the term of payment. In the case of katuk, the women group face a problem in negotiating price with the middleman because the limited scale of production. The women negotiate this obstacle by choosing to sell the vegetable directly to the consumers/retail which they obtained higher price than offered by the middlemen (Figure 2)

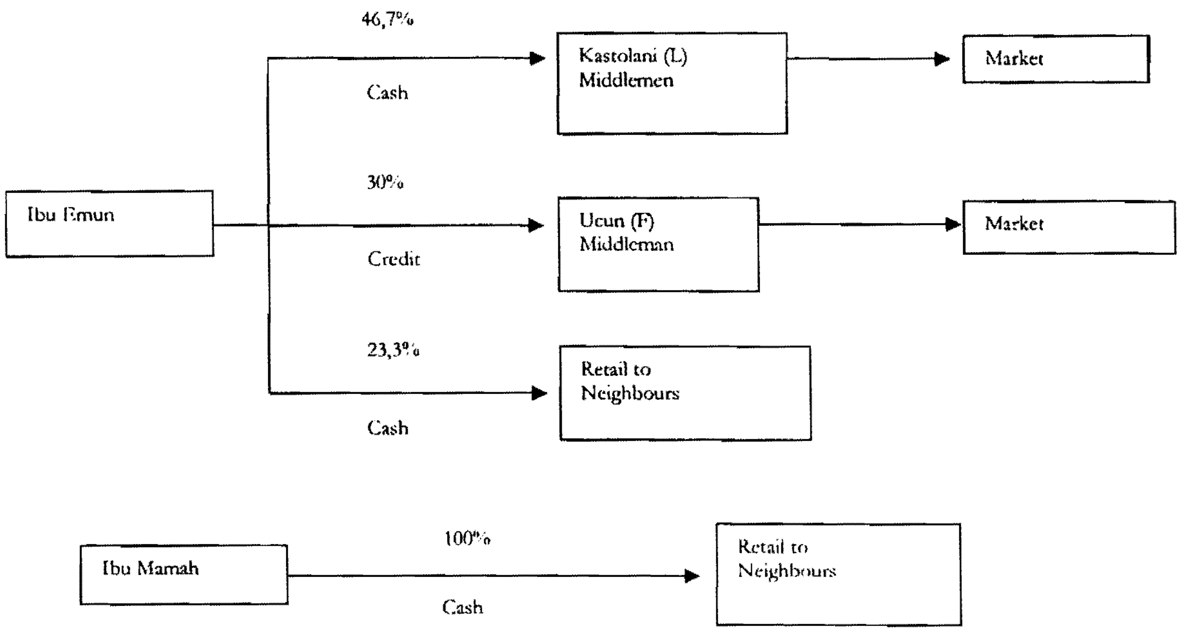

Figure 2. Market Network of Two Women Respondents in Hambaro for Katuk

The ability to penetrate market is determined by many factors. Customarily, social class interacts with gender in determining the bargaining power and penetration to market of agricultural products. The economic factor is the main factor affecting a person ability to penetrate the marketing system. With capital and land, a person can directly sell or buy agricultural products. In the studied group, the women were able to sell their agricutlural products to the middlement or directly act as retailer to sell the product (vegetables and Guava) to local consummers/neighbours.

The source of power of men is from the network between men and the middlemen that has been established for a long time. In addition men has institutionalized farmer group for a long time and has access to capital. The source of power of women is mainly from family networking and supports, specificly for the marketing of guava and katuk. The other source of power is from the newly formed networking by the local women. However, this source of power is still very weak and needed attention from the local leaders to improve and sustain the coalition and network

The coalition and network arise naturally without intervention. The coalition/network arise when the women feel the need to develop coalition/network out of economi nessecity. The coalition became more permanent and sustained when these women were organized into formal institution, a women farmer group "Bhakti Wanita Tani" (The Dedication of Women Farmers). The women in this group gained the support of the men in the family to be actively involve in vegetable production and marketing, The cooperation between men and women in the agricultural production will increase the benefit for generating income for the family. For example, the husbands of the women who plant katuk helped in land prepation and one husband helps in marketing katuk.

Benefit from Vegetable Production and Marketing

The income generated from vegetable production and marketing acitivities is utilized for family expenditures, for consumption, children school fees, utilities, and additional capital for farming. Although men dominated the market for vegetables and fruits, the alocation of expenditures from the sale of vegetables and fruits are similar to that of women since the men as labelled as a main breadwinner, and the women as labelled as a secondary breadwinner.

The women also have additional benefit from their activities in farming and marketing vegetables is their ability to save money, diversified their commodities and have new source of capital. The women are also now known for their farming activities. One women is now known as "Mumun the katuk seller" after she is marketing her own katuk. This group of women gained confidence from the experience to try new crops and were responsive with the introduction of Katuk production.

However, many of the women feel that they still have not gain any benefit for themselves since they still make their families their first priority. Involvement in marketing vegetables give the women more opportunity to be part of the decision making in the family regarding farming (type of crop to plant, inputs and marketing).

Conclusion

1. Commercial production by women farmers started with jasmine flower and later with guava, and Katuk.
2. Only a small number of women in Hambaro use the access to market their products.
3. All nodes in the marketing network of vegetables and fruit/guava are dominated by men.
4. Men and women obtain the same price when they use the same network.
5. Most women do not negotiate for price only on the term of payment.
6. Women who are actively participated in marketing are more confidence in negotiating obstacles in marketing by selling directly to consumers/retail and obtained higher price than from middlemen as in the case of katuk.

Acknowledgements

This publication was made possible through support provided by the United States Agency for International Development and the generous support of the American People (USAID) for the Sustainable Agriculture and Natural Resources Management Collaborative Research Support Program (SANREM CRSP) under terms of Cooperative Agreement Award No. EPP-A-00-04-00013-00 to the Office of International Research and Development (OIRED) at Virginia Polytechnic Institute and State University (Virginia Tech).

Puspitawati, H. 2008.

Isu Gender dalam Agroforestry.

Pemasaran Produk-produk Agroforestry.

Fakultas Kehutanan IPB dan World Agroforestry Center (ICRAF).

ISBN 978 – 979 – 9261 – 65 – 6 (Hal 7-1 – 7-23).