Banana-based beverages in East and Central Africa: Money-maker for rural value chain actors?
Medard Kakura, Anne Rietveld, Susan Ajambo and Gloria Mbabazi
In partnership with:
Introduction Study

Objective: To assess Banana-based beverage (BBB) value chains in relation to livelihoods, of direct actors of the value chains.

Funded: From RTB grant to integrate gender into technical research

Presented here: Results related to the economic importance of BBBs for all direct actors involved in the value chain, differentiated for male and female actors and sex of the household head.
Context

• Banana is an important staple and cash crop in the EA region
• Land scarcity: Limited access to land especially for women, youth and rural poor
• Few employment options for rural youth other than casual farm work
• Agri-business identified as important driver of local and national economies; currently very limited in EA region
• Industrial processing of banana in EA region limited
• Banana traditionally considered as a ‘men’s crop’
Context

- Relative importance of ‘beer’ cultivars in relation to total land under banana for Burundi, Rwanda and DR Congo
  - Burundi and Eastern (North and South Kivu) DRC - 85% = Beer types
  - Rwanda - 47% = Beer types, reduced from about 60% 20 years back
  - Uganda and Tanzania (Kagera region) – 10% = Beer types

- Banana-based beverages – Juice, Beer, Wine and Gin – are traditional products with cultural significance for population
Methodology

Tools: Four slightly different questionnaires developed for different categories of VC actors: 1) Producers of raw material, 2) Processors, 3) Traders and 4) Retailers

Selection respondents: Lists of VC actors involved in a particular activity of the value chain (VC) were drawn with the help of local councils and sub-county production staff. Respondents were randomly selected from the lists.

- Data collection and selection was conducted by local partners
- The efforts made to include both female and male respondents in the survey differed per country
Study-sites East-African Highlands

**Burundi:** Cibitoke, Makamba, and Muyinga province

**DR Congo:** Rutshuru and Masisi in Nord-Kivu and Walungu and Kabare Sud-Kivu.

**Rwanda:** Kamonyi, Rwamagana and Nyarugenge districts

**Tanzania:** Bukoba, Karagwe and Kyerwain districts in Kagera region

**Uganda:** Kibaale, Nakaseke and Kiboga district
## Sample size survey

<table>
<thead>
<tr>
<th>Country</th>
<th>Female N</th>
<th>Male N</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burundi</td>
<td>92</td>
<td>368</td>
<td>460</td>
</tr>
<tr>
<td>DR Congo</td>
<td>194</td>
<td>224</td>
<td>418</td>
</tr>
<tr>
<td>Rwanda</td>
<td>69</td>
<td>111</td>
<td>180</td>
</tr>
<tr>
<td>Tanzania</td>
<td>262</td>
<td>733</td>
<td>995</td>
</tr>
<tr>
<td>Uganda</td>
<td>79</td>
<td>196</td>
<td>275</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>696</strong></td>
<td><strong>1632</strong></td>
<td><strong>2328</strong></td>
</tr>
</tbody>
</table>
Producers of raw material

- Very limited use of external inputs in production in all sites
- Labour is main input cost
- Banana Xanthomonas Wilt (BXW) mentioned as main constraint in all countries
- Selling price of raw beverage-bananas/ bunch ranges from USD 1.20 to USD 4.1
- Average annual revenues range from 5500 USD/ year in DR Congo to below 1000 USD/year for Uganda and Tanzania
**Production of raw material**

- Beer-banana production highest in DR Congo; factor 10 higher than for Tanzania
- Women in female-headed households produce more than men in Uganda, DR Congo and Rwanda

<table>
<thead>
<tr>
<th>Variable</th>
<th>Household Headship</th>
<th>Sex</th>
<th>Uganda</th>
<th>Tanzania</th>
<th>Rwanda</th>
<th>Burundi</th>
<th>DRC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual harvest (bunches)</td>
<td>Male</td>
<td>M</td>
<td>477</td>
<td>296</td>
<td>468</td>
<td>906</td>
<td>984</td>
</tr>
<tr>
<td></td>
<td></td>
<td>F</td>
<td>436</td>
<td>234</td>
<td>501</td>
<td></td>
<td>1930</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>M</td>
<td>480</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>F</td>
<td>624</td>
<td>188</td>
<td>765</td>
<td>470</td>
<td>2901</td>
</tr>
<tr>
<td>Annual sales (bunches)</td>
<td>Male</td>
<td>M</td>
<td>446</td>
<td>263</td>
<td>476</td>
<td>801</td>
<td>1213</td>
</tr>
<tr>
<td></td>
<td></td>
<td>F</td>
<td>470</td>
<td>281</td>
<td>168</td>
<td>1624</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>M</td>
<td>480</td>
<td>96</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>F</td>
<td>399</td>
<td>317</td>
<td>765</td>
<td>402</td>
<td>666</td>
</tr>
</tbody>
</table>
Processors

- Artisanal processing is illegitimate in Rwanda => no data
- Processors are often also producing beer-banana themselves (vertical integration VC)
- Often whole villages engage in processing (e.g. site in Tanzania)
- Processing takes place under basic, unhygienic conditions, using traditional equipment
Processors

• In Uganda and Tanzania gin is the most important banana-based beverage => volumes produced by women living in FHH are higher on average than for women and man in MHH

• In DR Congo volumes of Beer-Banana produced are highest but volumes processed much lower => consumption of beer-types as food.
In all countries except DR Congo, traders are only or primarily men.

- Required mobility goes against gender norms
- Trade in especially gin is illegitimate in for instance Tanzania
- Traders in Uganda and Tanzania specialize in gin; beer is mainly consumed locally
Retailers

- Banana-based beverages are sold on markets and in down-market bars and drinking houses
- The business can be operating at any hours the retailer has time – especially when managed from the own compound / house
- A lot of vertical VC integration (production / processing / retailing)
- Often the only source of income
Revenue for retailers / month

- Retail of Banana-based beverages is often one of the few options available for people in rural that have no access to land.

<table>
<thead>
<tr>
<th>Variable</th>
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<th>Sex</th>
<th>Uganda</th>
<th>Tanzania</th>
<th>Burundi</th>
<th>DRC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue from gin</td>
<td>Male</td>
<td>M</td>
<td>65.2</td>
<td>36.2</td>
<td>40.04</td>
<td></td>
</tr>
<tr>
<td>(USD)</td>
<td></td>
<td>F</td>
<td>99.02</td>
<td>45.2</td>
<td>44.37</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>M</td>
<td>141.2</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>F</td>
<td>112.6</td>
<td>55.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue from beer</td>
<td>Male</td>
<td>M</td>
<td>14.6</td>
<td>25.7</td>
<td>144.6</td>
<td>24.3</td>
</tr>
<tr>
<td>(USD)</td>
<td></td>
<td>F</td>
<td>5.5</td>
<td>23.4</td>
<td>67.7</td>
<td>12.3</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>M</td>
<td></td>
<td></td>
<td>4.32</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>F</td>
<td>28.2</td>
<td>16.9</td>
<td>16.30</td>
<td></td>
</tr>
</tbody>
</table>
Conclusions

• Beer-banana is basis of income for many rural actors – with and without access to land – in contexts in which few income-generating activities are available

• Both women and men engage in Value Chain => remarkably many women in FHH engage in the VC

• Productivity of beer-banana systems is generally low (varieties / management / disease pressure)

• Processing is rudimentary – very limited investment in VC upgrading
Thank you

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