



This series of Research Group Fact sheets shows ongoing research projects related to INCLUDE, the Knowledge Platform on Inclusive Development Policies

Productive employment in the segmented markets of fresh produce

Consumers in Europe have learned to appreciate the quality of Kenya's fresh agricultural produce over the last decade. The achievements of its horticulture sector, which engages over half million farmers, are impressive and the country's agricultural exports have reached US\$1 billion annually. However, the sector is currently segmented into two sub-sectors: a modern and innovative programmed and a more traditional non-programmed. The project 'Productive Employment in the Segmented Markets of Fresh Produce' will study the labour market conditions in each of these sub-sectors by employing the avocado sector as a case-study.

Main question	How can productive employment be promoted in light of the increasing programming and segmentation of the avocado market?
Consortium led by	Dr Bekele Shiferaw, Partnership for Economic Policy (PEP), Kenya
Consortium	<ul style="list-style-type: none"> • Fresh-Produced and Exporters Association of Kenya (FPEAK), Kenya • Partnership for Economic Policy (PEP), Kenya • University of Amsterdam, The Netherlands • VU University Amsterdam, The Netherlands
Country focus	<ul style="list-style-type: none"> • Kenya
Planned activities	<ul style="list-style-type: none"> • Interviews with industry experts on the segmentation of the avocado market • Analysis of Kenya Household Income Survey 2005 for evidence of labour market segmentation across farmer types • Avocado grower survey of self-employed farmers operating in the programmed and non-programmed world and farm worker survey in the programmed world of avocado production to map the socio-economic characteristics of the labour force and the nature of employment in each market segment • Participatory workplace appraisal among workers (focus group discussions and semi-structured interviews) • Analysis of baseline survey and PWA to map the linkages between the programmed and non-programmed world • Intervention in close cooperation with local stakeholders to answer the research question: "How do policies and practices affect the creation of productive employment, especially for smallholder farmers, women and youth, in Kenya?" followed by impact analysis • Repeat survey of avocado growers and farm workers focusing on the indicators of productive employment • Comparative case study on Peru