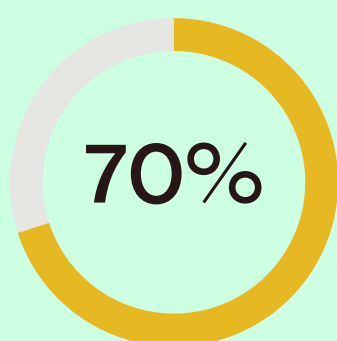




MARKETS FOR ALL



REDUCING POVERTY AMONGST WOMEN AND YOUTH IN ZIMBABWE



70% of agricultural commodities move through informal market systems

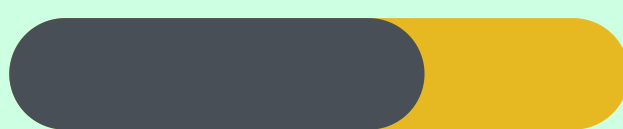


80% of the population is dependent on agriculture for livelihoods

Women constitute up to 61% of farmers.

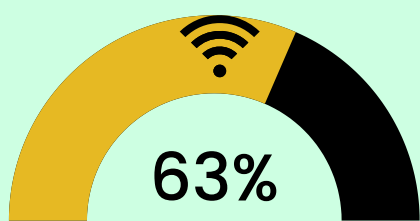


Women provide 70% of the labour in agriculture.



While both men and women participate in most agricultural tasks, men predominate in land preparation, ploughing and pest control, while women are primarily engaged in watering, planting, fertilizing, weeding, harvesting, and marketing.

Access to ICT=Improved Access to Markets



63% Internet penetration rate



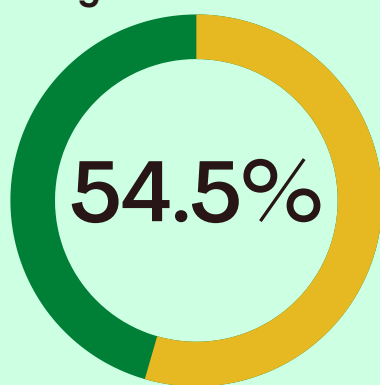
Internet Penetration remains lower in most rural and peri-urban areas due to relatively high costs and lack of infrastructure.

The government of Zimbabwe should;

- enforce the implementation of universal access requirements to ensure affordable access by smallholder farmers.
- promote readily available channels like mobile phones, SMS, community radio programmes, and online platforms.

Market and Trading Environment

Zimbabwe's Ease of Doing Business Index



Urgent Need

- Competitive markets for smallholder farmers, especially women and youth
- Guaranteed demand helps to contain postharvest losses, especially for perishables

Economically Active Age Group



Urgent Need

- Policies that protect the interests of smallholder farmers
- Policies that create a stable and hospitable investment climate
- Policies that nurture export competitiveness, trade openness, and domestic capital formation

