

Her Farm Her Story Featured in MazaoHub's Impact Report

In our latest MazaoHub Impact Report, we proudly featured Her Farm Her Story (HFHS) as one of the most transformative and strategic initiatives advancing gender equity in agriculture.

This feature underscores HFHS not just as a standalone program, but as an integrated part of MazaoHub's core operations reshaping the role of women in the agri-value chain through five key pillars: Land access, financial inclusion, market access, knowledge networks, and climate-smart agronomy.

Key highlights from the report include:

- 22,110 women farmers actively served across 15 regions — representing 41% of total users.
- 5 'Queens of Farms' groups formed with 210 active women leaders creating local knowledge-sharing hubs.
- 36 women currently enrolled in our land access program under a lease-to-own model.
- 101 new bank accounts opened for women farmers to enhance financial inclusion.
- 16 women agronomists leading digital and field-based extension services.

The impact report shows that:

- 57.5% of women participants adopted new climate-smart techniques through HFHS training and digital tools.
- Women reported a 25% increase in crop market prices, thanks to improved linkages that bypass intermediaries.
- 32% of our Farmer Excellent Centers (FECs) are managed or co-managed by women agro-dealers and youth entrepreneurs.
- By featuring HFHS in our impact report, MazaoHub demonstrates its long-term commitment to ensuring that women are not left behind — they are empowered as landowners, innovators, agronomists, and decision-makers.
- This section of the report reaffirms that gender equality is not an add-on — it is central to the way we scale inclusive, climate-resilient farming systems in Africa.

Gender Impact: Women in Agriculture

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MazaoHub is intentionally building an inclusive agricultural ecosystem that puts women farmers and professionals at the center of rural transformation. Women are not just beneficiaries they are partners, leaders, and entrepreneurs in our system.

Her Farm Her Story: Unlocking Land, Income & Agency

MazaoHub launched the Her Farm Her Story initiative as a systems-level solution to transform the role of women in agriculture from laborers to landowners, innovators, and business leaders.

The initiative activates five strategic levers:

- 1. Building Power & Knowledge Networks**
 - Through Queens of Farms groups, women come together to share knowledge, build confidence, and lead.
 - 5 Queens of Farms groups formed with 210 women members.
- 2. Expanding Land Access**
 - Using a lease-to-own model, women gain secure land tenure with a path to ownership.
 - 36 women currently enrolled in the land program.
- 3. Delivering Climate-Smart Agronomy**
 - Women receive training and access to digital tools promoting sustainable, resilient farming practices.

- 57.5% of participants have adopted new climate-smart techniques.

4. Securing Fair Market Access

- Women are directly linked to markets, bypassing intermediaries and increasing earnings.
- 25% average market price improvement reported.

5. Enabling Financial Inclusion

- Women supported to open bank accounts, build credit profiles, and access finance based on farm performance data.
- 101 new accounts opened so far.



Reaching Women Farmers

- 22,110 women farmers actively served across 15 regions (~41% of total users).
- Tailored agronomy messages (via SMS and voice) address women's crop choices, labor needs, and farm sizes.
- Soil kits and input bundles are distributed through women-led FECs in Singida, Njombe, and Songwe.

Women as Agribusiness Leaders

- 32% of Farmer Excellence Centers (FECs) are led or co-managed by women agro-dealers or youth entrepreneurs.
- 16 women agronomists are actively delivering extension services through MazaoHub.
- More women are joining the call center and AI field support teams.

Prioritizing Gender in Services

- Partnerships with women's associations and SACCOs are used to reach underserved female farmers.
- Gender-specific features are being developed in the Agronomy App—such as low-labor crop calendars and women-centered market guides.
- All gender impact KPIs are tracked monthly in the CRM with disaggregated data for decision-making.

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