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The logo for the International Institute of Social Studies, featuring the word "Erasmus" in a stylized, cursive script.

Representation of female farmers in Dutch horticulture

**Cultivating Equality : A Comprehensive Study On
Gender Dynamic And Socioeconomic Factors Impacting
Female Farmers In Dutch Horticulture Sector**

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List of Abbreviations:

- SDG Sustainable Development Goal
- CAP Common Agricultural Policy
- EU European Union
- EC European Commission

Acknowledgement :

As I was scrolling through the Instagram reels, a random reel popped on the screen: "Behind every person who moved abroad, there is a mum, dad and a sister who misses them.".... Well, I am among those who have come abroad for some change that I am still figuring out. Coming to ISS and a different country, The Netherlands, at a young age itself is an achievement for me, leaving behind a father Dr.Wilson who does not sleep at night thinking about our future and happiness, where he has sweat and foreseen a future ever since I was born .then there is my mum Dr.Julei who has endlessly showed her love, compassion. She strived hard to make our dreams come true no matter how hard or easy, and she never gave up. Both had worked hard to build a small hive, but they wanted me to challenge the hive, break into the world and create colours out of it. If not for these two academicians, Rovenia would have missed the opportunity to explore her interest in academics. My heartfelt thanks to those two big hearts who gave me the strength to pursue a Master's at ISS, and it has been an incredible journey since the beginning. It is never too late to be grateful to my best friend, a partner in crime, the person whom I could dodge a bullet; she has/ will go through my ups and downs; although this mastership was an incredible journey, it has always kept me busy with dramas, yet she has seen me in all the phases of my life until now and kicked my back when I fall, if not for you and your advise Er.Liniee(akka), I might not be this matured to handle any storm of my life thank you so much for sharing a childhood that would have been lonely without your presence. As I moved to a new city, meeting new people and making friends were my tasks. Somehow, I chose my family here from different corners of the world. I realised there are countries like that. Assuming him as a random north Indian to know the Eastern cultural icons of India I have grown along with you, Rupankar, this thesis is possible only through our conversation about the unpaid care work of domestic workers; thank you so much for tolerating me throughout the thick and thin. Ejiro, your warm hug; Fernanda, your cuddles; Hosa Annet's video calls brought home to me without me asking for it; thank you for being the pillar of support when I wanted a shoulder and holding my hand when I had trouble.

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Abstract

The Netherlands' production and consumption balance has changed throughout time. Several enhancements have been made, and various stakeholders have emerged and made contributions to the Netherlands Economic Forum. Entrepreneurs are among the economy's stakeholders; nevertheless, when considering the gender perspective of entrepreneurs, several studies have shown that women are underrepresented in managerial roles, with the farming sector as the study's focal point. This research focuses on the horticultural sector because Horticulture is outgrowing the market. It is vital in food production, conserving the environment and improving economic growth; this article heavily focuses on the unequal distribution of domestic labour and male dominance in the knowledge space, which has led to the gender gap, addressing the government policies, leading to how women reflect themselves in the budding market of horticulture. The research was conducted in the southern part of the Netherlands using a quantitative method; the presentation of this research is the thoughts and conversations of females working in the horticultural farming industry. Although gender equality is given importance worldwide, there is less value expressed when it comes to women within gender roles.

Relevance to Development Studies

This study sheds light on the experiences of women in Dutch horticulture who dedicate their passion to their work and who own and manage horticultural farms. Despite their efforts to the farm, these women overcome obstacles in the socioeconomic sphere and overcome knowledge gaps. As a result, the research will raise awareness of the struggles faced by women in the field and aims to assist them to grow by shedding light on the evolution of gender norms. Furthermore, the research aims to increase the visibility of women in the field of horticulture.

Keywords

Female farmers ; Dutch horticulture ; gender ; unpaid care work

CHAPTER 1

1.1 INTRODUCTION

The 2030 Agenda for Sustainable Development (SDG) of the UN provides the blueprint for peace and prosperity for people and the planet for now and for the future (United Nations, 2015). All developing and developed countries came together on the global platform to initiate 17 SDGs, and all these prescribed 17 SDGs are under social, economic, and environmental sustainability (Allwood, G., 2020). Gender equality is the fifth of the sustainable development goals of the UN. It aims to end all forms of discrimination against any gender, primarily focusing on women, ensuring increased visibility of women in society and encouraging women to participate in all spheres within the society (United Nations, 2015). To deepen and develop the analysis of gender equality in developed countries like countries in the European Union, a research was conducted on gender equality in EU policies. The result of the research was that the profile of gender equality is still unachievable despite establishing a development policy agenda internally and externally with SDG for gender equality among all member states of EU (Allwood, G., 2020). They suffer from limited resources, poor implementation and lack of power balance between different EU institutions (Allwood, G., 2020). Moreover, development policies are said to occupy weak institutions' positions. (Allwood, G., 2020), the European Commission and the High Representative of the Union for Foreign Affairs and Security Policy; 2018 reports state that the EU has rarely included gender equality in political policy dialogues with partner governments, specifically in trade, energy and transport (Allwood, G., 2020).

Focusing on one of the EU member states, The Netherlands ranks as the fourth-largest economy in the European Union (Netherlands, 2023) and the second-largest exporter of agricultural products, failing to trail on the gender index over other European countries (OECD, 2022a). The OECD reports illustrate that women are underrepresented in the decision-making areas (OECD, 2022b). Only a quarter of them hold managerial positions (OECD, 2022c). In addition, unpaid care work tends to fall more heavily on women; the gender gap in an unpaid care workhouse in The Netherlands is 80 minutes per day, which is said to be below the OECD average (OECD, 2022d). This research aims to critically examine the positions of female farmers in managerial and entrepreneurial positions in the context of farming entrepreneurship within Dutch horticulture, explicitly focusing on managerial roles.

1.2 COUNTRY OF THE STUDY: ENTREPRENEURING WOMEN !

The Netherlands have deeply ingrained the model of housewifery,(OECD,2022e) which means the work or activity of managing household and domestic skills by being at home. The Dutch population expressed concern over these matters, so the government improved the services. It facilitated women's ability to combine work and childcare.(OECD,2022f) However, the question is, why should women alone combine work and childcare? Nevertheless , focusing on the issue , The government created legislation for part-time jobs. In the 1990s, part-time jobs became standard, which covered the same rights and entitlements as those applying for full-time jobs(OECD,2022g). Therefore, the presence of part-time jobs prevented women from participating in full-time jobs like farming, nursing, and catering. The Part-time work culture in The Netherlands is neither atypical nor flexible(OECD,2022h); moreover, it did not aim to change the social structure of gender inequality; instead, it provided opportunities for women to reform within the realm gendered status quo (König, S., 2016) because economic capital cannot be secured without social reproduction of unpaid care work. The widely recognized binary hierarchy governs the social relation between men and women by subordinating femininity, the starting point of the hierarchical power dynamics that fundamentally control women on material gains through simply empathising with social norms(Ball, 2019).

This study concentrates on women's unpaid care work and their effort in managerial activities of Dutch horticultural farms . As previously noted, the Netherlands is the second-largest agricultural product exporter(Masimova, L.2023). However, Dutch agriculture is facing enormous upheaval.(Murphy, 2023) This significant impact is the densest livestock population that affects the biodiversity, air, water and soil quality; hence, climate change and sustainability are hot topics in the country. (Murphy, 2023)

1.3 HORTICULTURE : A sustainable impact on food production , environment conservation and economic growth

Horticulture is outgrowing the market. It is vital in food production, conserving the environment and improving economic growth(JFH Horticultural Supplies Ltd, 2023).

Horticulture is the study of science and art committed to cultivating plants for human use in agriculture. Looking back at the history of agriculture, which had been centred around large-scale crop production, to improve and enhance innovations in farming, horticulturists have successfully produced solid crops using fewer chemical fertilisers and the essential high-tech digital tools for more sustainable farming(JFH Horticultural Supplies Ltd, 2023). Through the production of horticultural crops, there is a revolutionary approach to the sustainable production of healthy agricultural products with optimum usage of resources and efficiency.(Bakshi, P., Singh, M., Kour, K., Iqbal, M., Kumar, R. and Sarita, 2022)

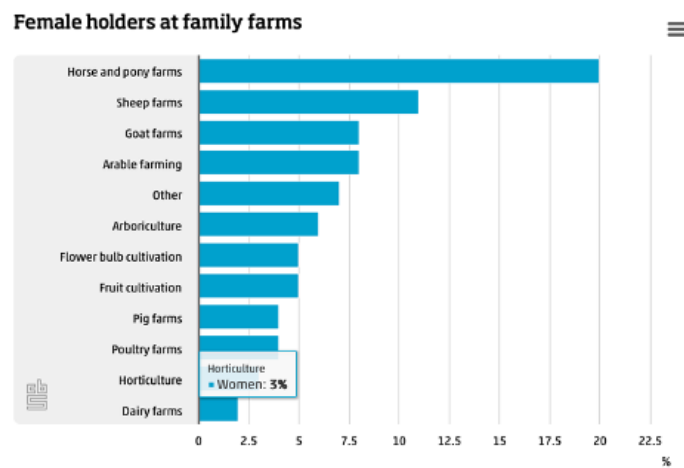
Horticultural crop production has considerable potential to enhance and improve its production through various natural fertilisers such as microbial endophytes(Lastochkina et al., 2022). In other words, microbial endophytes are defined as the microorganisms such as bacteria and fungi that dwell in the plant throughout its life cycle without harming the plant (Kumar and Singh, 2020), which could be safe components that are fast-acting on horticultural crops(Lastochkina et al., 2022). Developing horticultural crops is a proper solution to environmental issues by targeting the suitable production of healthy products with optimised resource efficiency.(Lastochkina et al., 2022) Moreover, horticultural products offer favourable quality to the consumers; furthermore, indoor vertical horticultural farming monitors and controls the production, product quality, and environmental wastes by optimising water, fertilisers, and labour resources effectively and efficiently(Lastochkina et al., 2022). Netherlands horticulture: Interestingly, it has been a global leader in the horticulture sector due to its technological advancement, knowledge of crop cultivation in glasshouses, high productivity, less use of resources, and, most importantly, promoting entrepreneurship and employment opportunities by utilising human resources(Dons & Bino,2008)

In addition, the Netherlands is one of the contributors to horticulture in the European member states. Given its facts, The Netherlands has the largest glasshouse industry, with 10.500ha and a production value of 5.9 billion euros(Heuvelink,et.al,2005). Breuker's et.al article mentions that by the end of the 1980s, the Netherlands had 150 exporters of horticulturally grown vegetables and 400 wholesale and retail organisations participating(A. Breukers, Hietbrink and M.N.A. Ruijs, 2008). After the rise of Dutch supermarkets, there was a high demand for the sale of greenhouse horticulture vegetables. Eventually, there was an increase in the supply chain that enhanced the level of chain integration(A. Breukers, Hietbrink and M.N.A. Ruijs, 2008).

1.4 GENDER DISPARITY in Dutch Horticulture : Examining female farmers representation and decision making in farm

This research focuses on gender inequality in owning capital to establish a horticultural production business in the netherlands,

Fig 1:



Source: Netherlands, 2018

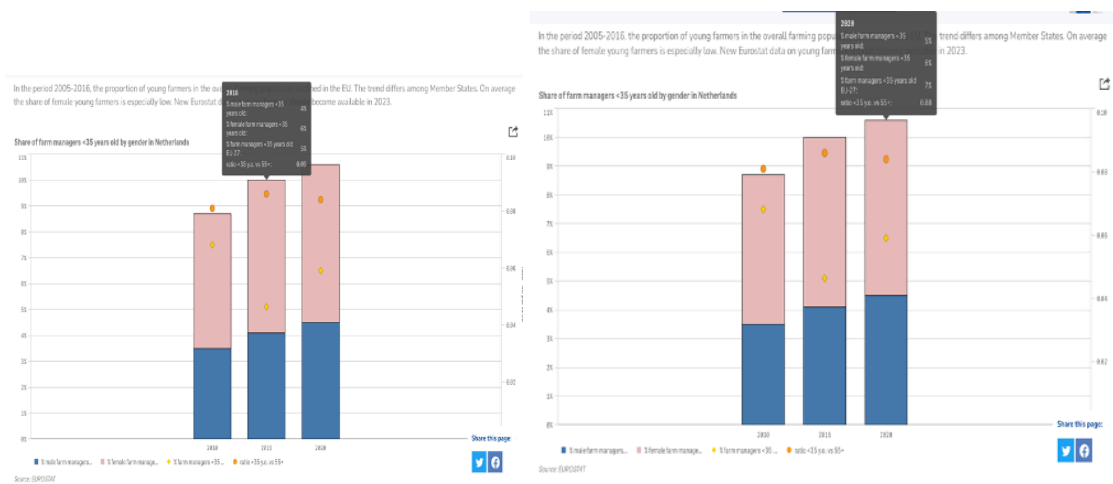


Fig 2 & 3

Source: agridata.ec.europa.eu, 2023

According to fig 1 above, which represents statistics from the Netherlands for 2017, 3% of family farms in the horticulture sector are held by female farmers(Netherlands, 2018). In Fig 2 & 3 , Between 2016 and 2020, the percentage of female farmers under 35 who own their own primary farming business remained unchanged, while the percentage for men has climbed by 1%(agridata.ec.europa.eu, 2023). Even though these statistics depict the entire farm management, it also includes horticultural farming. Consequently, the percentage of female farmers stayed the same.

The Dutch farm structure has a basic foundation of family farm structure; there were self-sufficient families(Beers,1996). Most of the farm production is produced by family farms. In the discussion regarding the ownership of large farms by Dutch family farming farmers, the roles of women were hardly visible; according to the study by Meulen(et.al) women were less likely to engage in the decision of the farm business in addition, their role was to assist as a co-businesswomen(Meulen,2015).

Historically, in early modern times, women played a significant role in experimenting with horticulture crops . One of the pioneer Dutch women who experimented with potatoes in her enormous estate was Princess Luise Henriette Von Oranien, who was responsible for the execution of various useful inventions in horticulture and animal husbandry in the Dutch fashion quoted by Inhetveen reported by a chronicler((Hahn 1956) quoted by Inhetveen, H., 1998). However, the rise of industry made farming invisible to women. At the same time, they remained significant in horticultural knowledge creation; the fast growing industrial scientific knowledge put them in a place to take on other tasks, such as taking care of domestic chores or participating in off-farm activities. Because Farming was no longer conveyed for a good lifeInhetveen, H., 1998; farming became an industry and was regarded as a trading sector in order to improve technical efficiency and maximise the profit for the crops. It became material oriented (Inhetveen, H., 1998)

One of the reasons for compulsion of women back to domestic work is due to the Netherlands inheritance model. On choosing the family farm business's successor, the family prefers men over women to be a potential successor (Barnes, 1988; Griffeth et al., 2006; Goodman, 1988; Hollander and Bukowitz, 1990; Martin, 2001; Vera and Dean, 2005, quoted by L. Glover, J., 2014)

The intersectional environment of assigned gender roles and power dynamics of androcentrism¹ Social stratification reinforces feminine and masculine qualities, that is, caring and nurturing latter with tough, rugged with the knowledge of hands-on skills, respectively. The reinforcement of social, cultural, and economic aspects of the societies may unconsciously have made them believe that women are not fit for the socially

¹ Androcentrism : Androcentrism refers to societal structure that is revolving around men which is visible in individual bias and in the institutional bias (Bailey, A.H., LaFrance, M. and Dovidio, J.F., 2019)

constructed farm-managing activities that aspire to a masculine entrepreneurial identity.(O'CALLAGHAN, Z.O.E. and WARBURTON, J., 2017)

The gender disparity in the household is reflected in the lack of acknowledgement received by female farmers. The prevalent perception in management activity of a gendered role is that of gender disparity and private patriarchy inside the family(Ball, 2019); women perform a disproportionate amount of unpaid care work worldwide, which has a more significant impact on the legibility of their work than that of male farmers (Heintz, J., 2006). Several studies have attempted to observe that when men and women are married, they tend to take up the traditional gender roles within the family structure(Barnett, R.C. and Hyde, J.S., 2001). Women automatically choose a career that may account for the best work-life balance, fulfilling domestic household and economic obligations.

The informal institutional(social customs) arrangement of work-family balance for women underpins the obstacle for women to enter into the farm field as farmers, not only as labourers but also operating managerial activities to secure the economy in the farm field(Ogunlela, Y.I. and Mukhtar, A.A., 2009). It requires a more extended number of working hours, as this may extensively affect the existing traditional roles that primarily focus women on nurturing and caregiving for the family. The underrepresentation of female farmers owning horticultural businesses means underutilization of their potential innovations and creativity since the horticulture sector has an excellent opportunity for innovation and enhancement of food security. However, due to the spilling effects of gender category, female farmers may be unable to adopt the appropriate local culture and environment that imbues masculine agricultural knowledge.

1.5 Policies Impacting Gender equality : Assessing the role of state in the gender equality

In the present day, The Netherlands has implemented many gender equality rural development programs to bridge the gap through CAP gender mainstreaming policies. Common Agricultural Policy CAP has committed to reducing the gender gap in the farming sector. According to Shortall, the authors describe CAP as the most expensive European policy, accounting for more than 40% of the policy budget.(Shortall, S., 2015) Therefore, it prioritises the relevant gender mainstreaming in Europe's farming sector. Gender mainstreaming is seen as the modern approach to gender equality. This approach is said to focus on the rights of each female farmer. All the government and public policymakers see gender mainstream as the crucial aspect of gender equality (Shortall, S., 2015)

Perhaps it is also acknowledged by the policymakers that it is not only concerned about the reinforcement of inequalities that gender norms have created but also analyses the root

cause that induced the inequality and identifies them so that it will be addressed to undo the mechanism that has caused them (Shortall, S., 2015) .

These policies, however, have flaws because, despite what they say about gender mainstreaming, little happens until gender transformation² occurs. Instead of simply reforming gender stratification, it should question the social structures that currently exist and identify the underlying causes that lead to women's underrepresentation in horticulture. Therefore, this research conducts qualitative studies to address the concerns of female farmers in Dutch horticulture.

1.6 THE RESEARCH OBJECTIVES :

As someone studying Development Studies, I spent much time understanding the topic of women at work, gender and their relation in society, labour exploitation, etc. Engaging in conversations with my friends and family regarding several topics that failed to understand the structural problems in society; accordingly, I wanted to put that into action by writing something about it. This research aims to show the female farmers' connection between their contribution to work and their contributions to household activities at home. The second entry point to the objective of this research is to seek what are the challenges they go through as a female farmer ; the third objective is to understand how their capital independence can contribute to the development of the Netherlands horticultural farming, last objective is to understand the policy associate with women in farming, and reflecting on the gender mainstreaming in the farming policies.

1.7 RESEARCH QUESTION :

Having to start researching women entrepreneurs in Dutch Horticulture, yet it is essential to focus on the research question.

The main research question specifies on : How do women entrepreneurs understand their representation in Dutch Horticulture?

² Gender transformation : Gender transformation refers to eradication of systemic gender discrimination by creating gender norms that work towards equality which promotes gender equal system(Diamanti and Duncan, 2023)

The sub-questions focuses on:

1. To what extent has the policy of the government been communicated about the encouragement or establishment of female farmers in the horticultural crop production industry?
2. What social challenges do they face when establishing or managing the business?

1.8 BRIEF REVIEW OF LITERATURE

Gender and business have been the subject of scholarly interest since the early 1990s. (Ball, 2019) This study hopes to better understand the difficulties female farmers face in a developed country with horticulture as its primary focus and the Netherlands as its hub. The critical research problem in this study is women's perceptions of their participation in the horticulture industry; hence, the goal is to identify the reasons behind the low representation of female farmers in horticultural farming in The Netherlands. This study draws on an article by Bock on female farmers and their multitasking in Dutch agriculture. The research gap identified in this article was that, despite women's ability to multitask, there are gaps in development policies that prevent them from starting their businesses because they need more resources and resource management skills (Bock, B.B., 2004). Although these policies are supposed to be gender-neutral because they do not discriminate based on gender, there is still bias in the offered subsidies(Bock, B.B., 2004). Using the article's previously stated claim as support. This study analyses the CAP and its gender mainstreaming to understand the representation better. It also tries to investigate what primary causes led to the creation of these policies and why fewer policies seek to address gender issues.

Moreover, the article by Meerkerk and Paping discusses that when a man is self-employed in the service sector or industry, wives and daughters actively participate in the farming field. However, they are actively participating without men in this field (van Nederveen Meerkerk, E. and Paping, R., 2014). It is interesting that women participate less in farming because it is already male-dominated. If the male members of the family are doing that activity, their participation is less because they contribute to the household income.

The research conducted in Norway, one of the countries in Europe, is that when female farmers are married, they have the primary responsibility for the domestic work, whereas younger unmarried female farmers it again her female relatives or their mothers who take up the role; therefore, the traditional gender roles widely affect the professionalism of female farmers (Haugen, M.S., 1990). Moreover, younger female farmers enter the field, leaving their mothers to take care of the work(Haugen, M.S., 1990). Therefore, it is reinforced through the generation by private patriarchy. The article Women Farmers in a Developed Country by Ball states that, though women work on the farm all day in the present day, they tend to have less profit than men on the farm(Ball, 2019). There is a lack

of women's programs and organisations that should signal inequality in the farming industry. Through her research, there is evidence of progress; however, many women have reported that it is still difficult for them to be recognised as farmers because their progress is mixed with the progress of male farmers (Ball, 2019). The invisibility of female farms in progress is primarily due to the marginalisation of female farmers, and women's agency in decision-making and recognition of skills are not reinforced in farming policies. Therefore, there is a lack of adjustments from the government side for female farmers. Following this research, Shortall focuses on EU farming gender inequality and claims that EU policies for farming are generally economical (Shortall, S., 2015). There is a need for EU policies to be sustainable in addressing inequality in farming, similar to other occupations (Shortall, S., 2015). Again, this article discusses the structural problem of gender inequality that has to be addressed. Several articles, including McElwee, address the hindrances in policy development; he discusses the skills that female farmers should and should be trained in, for instance, managerial skills, financial and business planning, communication and collaboration skills, and wants to develop women not only in household chores but also in the other managerial activities (McElwee, G., 2006).

Turesky states that most of the Dutch female farmers she interviewed rejected industrial production because they liked to work with their hands (Turesky, M., 2012); hence, they have different natural farming techniques, work ethics, and domestic roles. Taking inspiration from Turesky's article, this research centres on representing female farmers' knowledge in horticulture through semi-structured interviews in several parts of the south of The Netherlands.

Furthermore, several studies have revealed that women in Dutch agriculture own and run farms. This study focuses primarily on women's participation in farming. It explicitly focuses on Dutch horticulture because most of the studies are conducted on Dutch agriculture; however, this study will be a starting point to analyse the problems faced by female farmers in the horticultural field of the Netherlands. Additionally, while women's land ownership has been discussed in previous research, it has yet to receive enough attention in Dutch horticulture. As a result, this research aims to understand the impact of widespread patriarchal social structures and practices that prevent women from managing horticultural farms.

Hence, I want to explore female farmers' position in the family and the lack of support given to the unpaid care work due to the uneven division of labour in the house. Although there are frequent furious debates on women in domestic labour in the household, the framework of modern society redefines family values and the adoption of gendered division of labour. Despite that, female farmer's positions in family farms still need to be discussed in farming institutes. This research attempts to contribute to the social reproduction of female farmers, which addresses the body politics that is reinforced by the socio-cultural aspect in Dutch societies.

CHAPTER 2

THEORETICAL FRAMEWORK : Analysing Gender roles and Dynamic in Dutch Horticulture within societal and Agricultural Contexts

Farming business economy is claimed as a stimulating element in a country's economy and it has emerged as an important objective of the government because of its positive impact on the economic growth of the country . The following theories illustrate the understanding of female farmers through various dimensions of analytical tools .

Challenging norms : Applying Social reproduction theory to explore female farmers opportunity for gender equality



Women are hamsters in the wheel of society, propelling the economy through care and responsibility on her heels.

One of the main themes of the study is social reproduction theory which focuses on the unpaid care work of female farmers . The ownership of land historically there is a predominantly associated with men inheriting the family farm business property due to the dominant gender narrative in the division of labour of the societies (Brandth, B., 2002) ; the division of labour in the family challenges women to unpaid care work .The prevailing patriarchal oppression does not liberate women from the gender divided household work (Smith, 1983).Patriarchy is a symbol of ideas that are constructed by the culture which values masculinity and maleness more than femininity and femaleness , Patriarchal culture is a complex web of male ideas that unfortunately defines the reality of what is good and desirable in the society . This is because, as Maria Mies points out, the patriarchal ideologies that devalue and cheapen the female labour cost (Johnson, A.G., 2004.); for women are sexually colonised and subordinated due to the androcentric agendas of the society. The

outcome of the theory creates an understanding that providing food, clothing secure to safety, and healthcare, including the transition of knowledge, social, and cultural values and practices, is carried away in a system that transfers this into domestic labour, the housework (domestic labour) that women do without any paid base to function as the human capital of the family to capitalise on the economy. (Waylen, 2013)

Since this research focuses on the gender inequality persisting in managerial positions in the farm occupation, it stands to claim women's rights including social reproduction as the centre concept.

Domestic labour household activities are categorised as client mode of production (Razavi, S., 2013), as the women in the family produce labour power by taking care of their needs. Although it concerns capitalising the domestic labour or care work, the critique arises here when only women are in charge of taking these household activities to produce labourers for the labour market. In this way, Social Reproduction Theory SRT enables to unpack the significant contributions provided by the policymakers to reduce the double day burden for female farmers who aim to invest in the family as well as in the farm field . It is also essential to know whether the experiences of female farmers in allocating their care work and their unpaid family labour work according to their household gender dynamic in the context of their houses. Moreover, it is also essential to explore the time needed for female farmers to contribute to the unpaid care work, as it is known that social reproduction absorbs time and energy .

Power relation between social institutions :

In discussing the intersectionality lens used in this paper to analyse the interplay of socially constructed indemnities, the following theory used in this research is the feminist institutional theory. Gender is perceived as a symbolic realm that makes meaning within individual actors, and this symbolic realm is not only an interpersonal identity. Instead, it is a feature of institutions and social structure (Mackay, Kenny and Chappell, 2010). Gender relations are institutionalised and embedded into the political structures that mould and shape social behaviours. In addition, these social interactions play with different intersecting institutions on various levels, which correspond to gender(Mackay, Kenny and Chappell, 2010) . Highlighting how these gender-normed institutions are building blocks of community engagement, it is essential to understand the divisions between formal and informal institutions and their interplay in societies.

Formal institutions are political parliaments, courts, and bureaucratic structure which brings changes through policies (Mackay, Kenny and Chappell, 2010). The other side of the institution is the informal institution, which has a foundation of rich insight and pays attention to the unwritten, informal rules that are created by the building blocks of the society called informal institutions. Now, this paper focuses on both institutions. Firstly, the

formal institution fails to acknowledge the gender pattern of institutional rules, norms and tradition, which misses the opportunity to create an inclusive balance in the labour workforce, especially in male-dominated fields like the horticultural farming sector. Most of the female farmers in Netherlands are deployed to the mechanism of stereotypes, exclusion and marginalisation due to the reinforcement of power hierarchy in Dutch societies based on gender.

This research drives the feminist approach to institutionalism as it commonly vouches for a pluralistic approach and pays attention to formal and informal institutions that courses gender narratives. The feminist approach to institutions is helpful to understanding its governance and power authority in the daily lives of female farmers who want to own and create their horticultural farming businesses. The core feature of the feminist approach attempts to provide insights into power, continuity and changes in the formal and informal institutions by understanding the female farmer's position as an agency to the gender structure.

Exploring overlapping dimensions of social identities

Intersectionality has always been a tool to analyse gender justice; it is helpful to bring inclusivity in the border group of women that recognises women of different ages, sexualities, and colours, which turned out to threaten women's access to equal opportunities and social justice (Samuels, G.M. and Ross-Sheriff, F., 2008). Several scholars endorse this theory as it calls on research to consider women as whole beings and recognise their experiences in their womanhood.

In this research, the intersectionality lens is used to examine how these social hierarchies and factors hinder women's equal participation of female farmers in farm fields. The intersectional is a theoretical foundation used in the study to understand the production and reproduction of inequalities, dominance and oppression of women (Samuels, G.M. and Ross-Sheriff, F., 2008). It is impossible to study gender without considering the dimensions of social structures and social identities. They play a vital role in formulating gender roles; from the above mentioned formal and informal institutions creating barriers for women, the intersectionality can be helpful to understand the intersection of these two institutions on how it challenges women empowerment. As this theory is using several theories, intersectionality helps in explaining different intersection of theories into gender mainstreaming policies by challenging the social institutions in the society. There must be a solid foundation to prove the research hypothesis related to work, care work and entrepreneurial opportunities. According to Butler, the careful emphasis on race, class, age, ethnicity, and gender intersect social differences; she calls that "regional modalities" (Nightingale, A.J., 2011). Therefore bringing in intersectionality to the research can bring

more perspective on the intersecting social norms that pertains and embedded that have implication on women to own and manage the farm business

Pragmatic Feminist Theory :

In farming occupations; masculine dominance is inscribed in each crop growing, notably commencing the child-rearing and providing to the household, although women contribute to them a lot, the innovation and creation of this knowledge is male-centric due to patriarchal notions in the family as well as in the farming sector. However, the masculine power is romantic to be considered as the reality of work in the farming sector. Knowing the overlapping masculinity with the male gender it commonly puzzles the knowledge of women in the farm fields.

To possibly understand the desire to make a gender equitable world for those who were victimised by the gender system, pragmatic feminist theory views can engage with the polarised ideas of gender in the broad spectrum of female farmholders in Dutch horticulture (Mottier, V., 2004). Incorporating feminine voices within women's daily lives in the field of horticultural farming will be a recipe that adds more aroma to reduce the gender gap in knowledge in the farming sector of The Netherlands. Pragmatic feminist theory helps to examine the cultural and economic approval within which that highly depends upon the agency of female farmers of the family; it mainly helps to navigate the focus on the policymakers to provide accessibility to female farmers as their needs are lagged behind in the progress of economic development of farming. Hence, rather than assuming their needs, pragmatic feminist theory challenges the traditional masculine beliefs to bring alternative feminine wisdom that expects to question the arena of the farming sector that has more traditional gender relations.

The contributions of every female farmer challenging the hegemonic masculine ideas daily on the farms are tiresome, and the democratic voice of female farmers can change the generational discourses. (Vossenbergh, 2020) . Hence, keeping the domain of majority male power dynamics in the supply side of horticultural products, the minority power needs fuel, in regards to pragmatic feminism will help to create solid living knowledge of female farmers . Therefore,through pragmatic feminist theory there is an attempt to fill the gender gap produced through hegemonic ideas

CHAPTER 3

3.1 RESEARCH METHODOLOGY :

Introduction :

According to v. Davidaviciene, All research projects require one or more methods or techniques to formulate and develop the research(Davidavičienė, V., 2018). In this research, the methodology used to collect the data is a qualitative method; this method helped me to formulate the data with a deeper understanding of the research problem through a developed hypothesis for the study, that is, are there any negative stereotypes or beliefs that are more apparent for women to seek managerial positions in horticultural farms in The Netherlands than men. The hypothesis is explained through a scientific investigation, and it directs the research questions to provide appropriate answers to the research problem. The research was done using an explorative method , and the data was collected by writing it down in the field note and recording the respondents with their consent.

3.2 The study location :

I collected the data for this study by collaborating with five women entrepreneurs involved in various aspects of horticulture and organic farming. I collected data in the Netherlands' farmland, specifically in The Hague and Westland. The primary idea for selecting this location is because I live in The Hague and it hosts significant horticulture farming, including numerous greenhouses. It is an essential place for the Netherlands to produce crops, mainly vertically grown farm crops such as cut flowers, tomatoes, capsicum, and eggplant. Westland and the Hague are just 12 kilometres away.I utilised a combination of train transportation, followed a bus ride, and walked to the interview locations.

3.3Sample methods:

The sampling method involved in the research is purposeful sampling and social networking. Purposeful sampling is widely used in qualitative research; thus, it is used in this research because this study focuses on strictly targeted women entrepreneurs in Dutch horticulture. This helps identify and select the practical information from the respondents that aims to answer the research question and objectives; these selected respondents were Entrepreneurs who are experts either in vertical farming or in organic horticultural farming as they have been, Knowing their availability and willingness to participate is essential.(Palinkas et al., 2015). Upon purposeful sampling methods, I chose network sampling as the method for selecting participants because this research focuses on a smaller

population of women entrepreneurs. Therefore, tracing the links in their social networks (Heckathorn and Cameron, 2017), including those through Wageningen University, LinkedIn, and their company website was necessary.

3.4 Brief profile of the respondents :

Table : 1

Respondents	age	Marital Status	Type of work	Location of the farm
1	49	Married	Hibiscus cultivation in greenhouse	Westland
2	25	Unmarried	Producer of cocoa	Randstad
3	64	Unmarried	Produce & sell organic vegetable in farmers market	Lange Voorhout
4	50-60	Married	Sunflower cultivation and other organic vegetables	South Holland
5	56	Married	Manager in a horticultural industry	South Holland

Source : Author

3.5 Method of data collection :

Data has been collected in a semi-structured method. I have conducted semi-structured interviews with five females who are engaged and employed in the Dutch horticulture sector. The interviews were conducted in various settings, including the participants' homes, their business offices, and through online platforms. The decision to use an online platform was driven by the necessity of conducting interviews during the participants' working hours. Each interview lasted approximately 80-90 minutes and was conducted in English. I recorded all the conversations. I deployed a semi-structured interview to have an in-depth understanding of relevant factors which bear a barrier for women to enter the labour market as entrepreneurs and barriers for women to sustain the managerial position due to gender role commitments.

The questions were predetermined, as the questions have relevance to the theoretical framework which is Marxian Feminist theory lens : Social reproduction theory ; the questions were to measure the perception on the barriers faced by women as entrepreneurs , especially in the agricultural and horticultural sector as they consider it as an occupation; instead, it is a sector, that has less attention of inclusion of women, this is inspired by gender entrepreneurial research for example (Gender and entrepreneurship research: A review of methodological approaches)Most of the questions were regarding the gender socialisation, being a woman entrepreneurs, their advantages and disadvantage ,and their salient different approach to balance household chores and contributing to their business activities.

3.6 Data analysis approach :

In the case of women's entrepreneurship, women were often positioned as barriers to culture, social values, and education of the other generation about the divided gender roles at home as well as in the education structure. Perhaps there is a solid othering process for females, in general, to understand their lifestyle around their workstation and considering the dependency on unpaid activities, I chose the life history narratives approach for a data analysis tool; this life history narrative provides unique focuses on individuals, the social, cultural and historical context of their experience in the labour market and at home, in a simpler form , life history narrative is a life story or oral history of 5 women with different additional dimension .

Based on Female farmers in Dutch Horticulture , the narrative analysis was interpreted where the voices resonated in the analysis part; the data was analysed through open coding, deductive and inductive coding to find the common patterns and themes of FEDH life stories. The analysed data indeed had more commonalities irrespective of different managerial positions they are in .

CHAPTER 4

4.1 Critical Analysis : unpacking the patterns , disparities and implication in Dutch horticulture

Findings the root cause for the underrepresentation of women :

In order to own a farm, it is necessary to have access to land or to financial capital to purchase the property in the future. Two of my respondents have access to land solely because of their father's inheritance and 1 by their friends.

One of the respondents when she decided to start a company in horticulture , she was inspired by her father's collaboration with other hibiscus growers to make different varieties of hibiscus

“the crop of hibiscus was my father's company , he had collaborated with variety of hibiscus , my husband and I saw the opportunity to resume the business that my father stopped , because we thought ohh that's a very interesting crop and its going on waste “ – Respondent 1

Respondent 2 inherited an open farmland from her father , since it had considerable quality of soil to grow sunflower , she started that business along with her husband

However, across the respondents, the critical factor observed during the fieldwork was that both the respondents had no male siblings who may inherit the land or greenhouses, and it remained in the hands of their fathers.

“ only in our case (family) , only 3 daughters , then you can give your daughter the possibility , if there is no son , but I would hv had a son , I think and he would have been like to be a farmer , then my daughter would not have a chance , then the boy will still be in your mind “ -Respondent 2

Although the primary criterion to be a farmer is to own the land or money, there is another essential criterion to educate themselves about this horticultural field. Of those five respondents, 4 had formal education, as they have taken courses specifically to study horticulture and its innovation. One among them had informal education; in simple words, she had participated in several peacekeeping movements; during the meetings, she learned about the ecosystem and its diversity. Having this interest, she reached out to her male friend, and later, she joined to make a living as a farmer.

The findings pass through the management side of the business because management is the primary source of income for the farm, providing the authority to decide on the

business. When respondents are married and have children, their involvement in managing the farm has reduced because they take steps to lead unpaid household chores and care work. Of 5 women, two are married, and they manage little in the business while they take on all the household activities, whereas in contrast, women who are not married or have kids are visible in the management role.

The commitment of female farmers to household chores makes them invisible. Being part of decision-making and managing the businesses is something important for women in the business. Therefore, to advance gender equality and achieve equal participation of women and men in the horticultural field of farming, government intervention in rural development needs to be implemented. However, according to the findings, the underrepresentation of female farmers is due to unpaid care work and capital to own the land.

Beyond Fields :

In this study, the framework : Social reproduction Theory , underpins how heteronormative ideas of socially constructed gender and gender roles creates and limits the access to the resources , which are often limited to women due to unpaid work that secures their family livelihood. In the world of production for capitalist society, there will be no production without "social reproduction" because human capital and their physical and mental well being is taken seriously as their contribution that runs the economy . According to Glazer, household activity primarily contributes to the accumulation of resources through social reproduction(Glazer-Malbin, N., 1993 quoted by (Munro, 2019)).

Inquiring about her experiences as a mother and farmer from one of my married respondents who has two kids , respondent

"We wanted to have family , but I do not want children in a full-time job .when we were children we had a place to grow up where it is like our house , we wanted our children also wanted to have freedom not to go to daycare "

The statement mentioned above relates to the theoretical understanding of social reproduction. The respondent, who was married and was expecting a child while she dreamt of setting up her father's family business in horticulture, had the tension between the burden of entrepreneurial activity in the farm and household activity . Within this context of opting for an aspiring career and contributing to the gender norm of being a mother, she was pretty reluctant to be flexible in being a full time farmer .

As Jennings says, managing work and family life is challenging for women entrepreneurs around the world (Jennings and McDougald, 2007). In this case, although her husband

decided to help her set up the business while she was pregnant, taking the instances from a psychological perspective to this study of gender responsibilities and economic responsibility in the family, the women's entrepreneurial business becomes a part of the family life; as a husband, he is expected to provide for the family and develop a certain degree of commitment to the business(Werbel and Danes, 2010) the degree to which men are expected to be part of the main business is a backlash of patriarchy. The systemic patriarchy, accompanied by major masculine hegemony, not only oppresses women but also men from non-privileged power structures. The hegemonic image of heterosexuality imposes stereotypes on men's gender roles, placing undue pressure on them to conform to toxic masculinity norms(Lee, M., 2020.). These heteronormative sexual power dynamics compel men to prioritise participation in economic activities over responsibility for household duties, leading to an unbalanced and fragmented division of labour between genders. Therefore, we can see that the husband ought to take the responsibility of being a fulltime farmer to mobilise the economy only because he acquires masculine traits.

Social reproduction represents the dynamic power control among social relations such as families, markets, and states(Gore and LeBaron, 2019), the power control of various institutions of society over women who are involved in unpaid care work , thus being a minority among these institutions , women are voices and they accept the role of reproduction . Following the changes in the economic regime and moral orders, in the respondent's context, she was intimidated by childbearing, child rearing and interpersonal family relations because beyond bearing and rearing children, it's a fact that if she takes up this role, it will marginalised and make her less visible in the farm activities. As this specific task will consume time, the amount of physical and psychological configuration she invests affects her activity in the production economy.

Internalising inequality :

However, when asked about the state provisions on health facilities during her pregnancy, she said that she had the opportunity to avail of the maternity leave scheme even as a self-employed woman; however, there is a provision to take care of children, men, and women can take up paternal leave, but having a business somewhat blur the work-life balance (Bezanson, 2006). Since she did not want to put her children in the childcare facilities due to her personal interest, she took up the job of taking care of the household activities as social reproduction. It is a learned social norm within the family structure through the specialised gender socialised roles, she is entitled to encompass the social reproduction work to endure the individuals to survive and ideally thrive and develop so that they can help in economic perpetuation (Bezanson, 2006). On that note, although there are Dutch national policies on child care, the paternal leave taken by men is 11%, which is lesser compared to women's 22% (Inclusive Entrepreneurship Policies: Country Assessment Notes, 2018); therefore, the institutions that should provide social, emotional and physical needs are influenced by the factor of macro informal institutions, that

internalised gender roles which heavily falls on women to take up the responsibility, this social reproduction operates simultaneously in the level of economic, political and domestic arenas.

Shifting from farm to household

Later, after giving birth to two children, she decided to take up a financial administrative role and breeding hibiscus in her hibiscus farming business in The Netherlands . However, she stated that she found managing the business and family challenging.

"Yes, at the start, family and administration were challenging, but we said we can swap the roles, but we did not do that , then we said , let's do things we are comfortable , this is the best for everybody "

According to Brush (et.al), he integrates a male perspective into domestic life; there will be a possible separation of domestic household and entrepreneurial labour activity for female entrepreneurs until and unless men are concerned, as this perspective reflects upon the gendered notion that applies to both men's and women's labour (Brush, C.G., De Bruin, A. and Welter, F, 2009) . Based on the statement, the couple felt comfortable with the gender roles that are her husband looking after the administrative role in the business and as the female farmer (respondent) she takes up unpaid care work , due to the social gender norm boundaries.

The social norms are well defined, that it has convinced the reference group³, such as peer groups, schools, and neighbourhoods to acknowledge and practise it in societies (Cislaghi and Heise, 2020). Although these gender norms have blurred boundaries in society since it has manifested within the institutions and narratives of the given culture they are accepted and embedded in the policies, people's narratives, power relations and in the media discourse. By doing so , it has made people normalise the gender roles for generations, since its normalisation , it has been seen as comfortable for the respondent to take up the feminine role in the household.

Hidden productive unpaid care work :

Now when I asked the question about the effort and time spent on unpaid care work , although they have their greenhouse at the back of the house, she responded that she worked all day in the greenhouse breeding , irrigating the hibiscus plants , and she took care of the household activities.

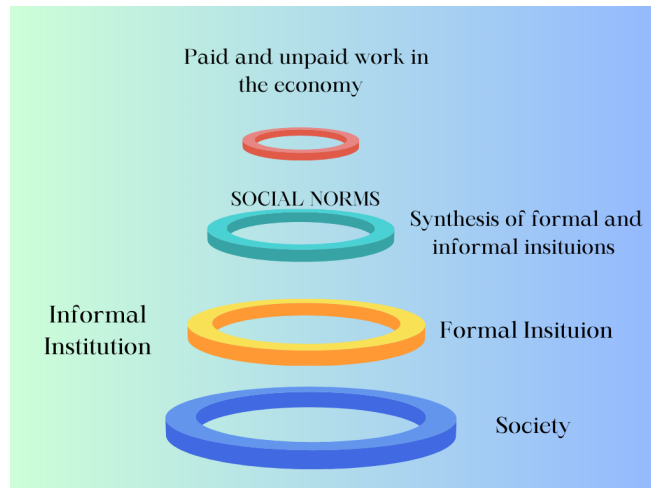
³ Reference group : is the idea of others (people in the societies) in a symbolic interaction orientation of societies (Kuhn, M.H., 1964.)

"I take care of the household work. My husband works 80 hours a week, and I work in the greenhouse maybe for 20 hours a week , so we do 100 hours , and I take his part in the household "

It is found that although she had access to education , finance and other capitals to run the business , she confirmed the household work. She contributes to the daily maintenance of the household because traditionally women are perceived socially to supply household services and conditioned to the reproduction of labour power that are formed as a part of society's production . Through her daily labour at home sustain, maintain the totality of labourers in the economy (Bakker, 2007).This development of gender segregated ideology ignores women's participation in economic activities since the level of total social reproduction represents the generational reinforcement of renewal societies labour force

Although there could be substitutes for the household inputs in the family by the members, the proportion of household management varies, and it is not determined based on market and price (Becker, H., 1990). Despite knowing that she works fewer hours than her husband, she continues the unpaid care and, subsequently, the asymmetry of unpaid care constrains the respondent, who is a female farmer, to formulate her power in the domain of the horticultural business. Expectations regarding the allocation of time between paid work and unpaid care work are fundamental for both men and women since men are obligated to take the role in the economic activity and women, in turn, are expected to be mostly in caregiving or less career-oriented activities because of the symbolic gender embeddedness within the couple as well as in the social behaviour of societies.

The ongoing system of reproduction of oppression tends to be not acknowledged or examined. However, transformative changes in acknowledging and indicating concern for the upheld representation work can be achieved through the intersection of social strata and political solidarity, which can diversify the reproductional relationship by structurally constraining gender norms and freeing the oppressed women in the household. Furthermore, these unequal gender norms are infused with multiple layers of identities and experiences.



Source :Author

This funnel chart illustrates the crucial role of formal and informal institutions in the societies that keep a monitor on the synthesis of ideas and ideologies.

Therefore, there is a stress on the reproduction of labour power that contributes to paid production (Samtleben and Müller, 2021). Likewise, the family, through informal institutional norms, deploys the reproduction of unpaid labour by determining "needs" that restrict a woman's labour force in direct economic activity. Like my respondent, women actively engage in reproducing the labour force through housework and other forms of unpaid work. This mechanism illustrates the explicit and implicit gendered responsibility imposed on one particular gender.

Men Everywhere and they are the main characters :

Following the discussion on unpaid care work in the previous subsection , female farmers are willing to take part in the significant decisions made in the praxis of their occupation, for instance, having meetings with other farmers to discuss the implementation of technology or maybe to discuss how they can address and improve the issues they face in horticultural field . In response, female farmers organise their meetings in the women's farmers organisation to have their own spaces. I agree that these spaces are essential because this creates opportunities for female farmers to enhance their experiences, but women often do not actively participate in the meetings that are common for farmers. This inconsistency of females is not a solution to mainstreaming female farmers into farmers' organisations .

In discussing with the respondent, in the part of the administration and meeting with other entrepreneurs , she sees fewer women participating in the meetings because male farmers overstep the spaces.

"When I go to meetings with other growers and other entrepreneurs in horticulture, and there may be one or two women come, but not all , it's really men's world."



Source : Author

Small illustration of how society has created women's spaces in the hands of masculine space (sarcastic picture)

Regarding this issue, although female farmers help in food production and processes, men make more farming decisions and control the productive resources. The position and capability of women in the meetings on the challenges of Dutch horticultural development are less gender-rational due to the underlying socioeconomic characteristics of farmers as said by the respondent , it is agreed by studies that the intensive horticultural system requires heavy physical work, therefore, those involved in this cultivation have a more dominant say in the decisions(Raviv, M., 2010). Female farmers contribute tremendously to the horticultural field, and it is unfortunate to know that they are hardly involved in the decision making as they assume she lacks experience as she is not connected locally in the field to discuss the matters . First the problem is there is no democratic community ,this is one of the central problems of pragmatics (Ogunlela, Y.I. and Mukhtar, A.A., 2009), feminist scholars argue that the inadequate democratic and diverse involvement in the meeting will diminish the opportunities for female farmers to flourish their knowledge and imply farming effectiveness. .

Feminist scholars of historical institutionalism view this circumstance as they demonstrate the gender implication in the institutions, which explicitly and implicitly has influenced the traditional power position of men over women (Wagle, Pillay and Wright, 2020). The hesitant female farmers significantly assume their potential to be less than men because of the prevalent gender bias in the institution; this bias emerges due to the acceptance of the masculine and feminine ideas, for instance growing crops in the field and managing it is more associated with rationality , control of risk and power, these characters are eventually

restricted to masculine ideas in the society, meanwhile, for feminine character, it associates with passive, caring and emotional.

Intersecting not just gendered body but the ideas of those bodies :

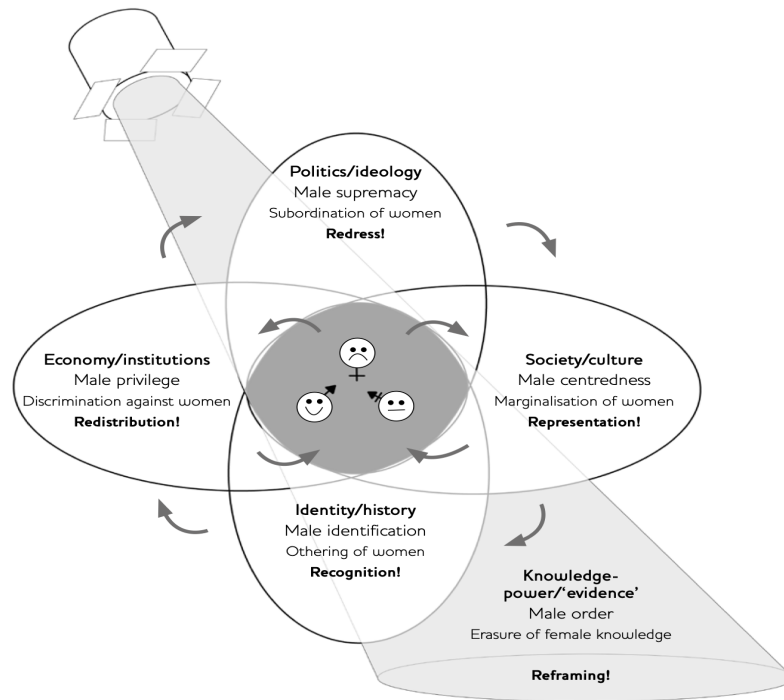
Understanding the social institutions playing the crucial role in unpaid care work as well as women accepting and adapting the masculine approach to horticultural field ,

She then continued to say that women do not take advantage of being women here because *"from some women, they little be like oob older men are in the meeting."*

From the above statement, inclusivity in the farm discussion should be a form of demonstrating a level of the comfort zone. In this issue, women in the decision-making arena face power influence. The power that is influenced by social norms and roles that align with intersecting social identities, such as patriarchy (Connell, 2009). This interplay extends to categories like gender, sexuality, and age, each following distinct logic.

Here intersectionality theory helps to understand the intersection of gender , sexuality and age that oppresses female farmers . In the academic arena, feminist theories that focus on gender relations with age usually take the reference to women's ageing and older women's issues for the intersectionality studies; perhaps the latter represent men and masculinity and their dominance over their younger generation. Older men with generational patriarchal power within families, communities and in their occupations widely influence the national and international social institutions, most notably at their work (Lerner, 1986). From the statement above, most of the female farmers collectively accept that older men are experts, and they would make a sensible decision . This way of cognitive reflection of some of the female farmers will fall into the category of 'defective othering'; defensive othering is when the marginalised or the oppressive group accepts the legitimacy of a devalued identity imposed by the dominant group(Ezzell, 2009). Adding to defensive othering, it limits female farmers' engagement in decision-making due to older men placing age factor at the top . Doing so challenges women's empowerment and limits their agency (ability to act on their values and identities). Moreover, this lack of agency from those female farmers affects their critical collective consciousness (O'Hara and Clement, 2018). The group of dominant male farmers necessarily use patriarchy which as a symbolic order that fundamentally oppresses women and young women here again intersectionality helps to analyse the power of patriarchy through the idea that intersecting with hegemonic heretonnormative androcentric identity , moreover it overlaps between the levels of gender hierarchies in the social stratification which works along with the interrelated male supremacy , The close relation to following the tradition of patriarchy is that it provides a fatherly authority that formulates an enduring, never-ending process of gender inequality in the farming field(Burstyn, 1983).

Figure 1 Dynamics of patriarchal inequity in four elementary dimensions, revealed through the fifth element – or dimension – of knowledge-power



Source Authors' own; adapted from Figure 1 in Edström et al. (2015a: 18).

Source : Oosterom, M. and Scott-Villiers, P., 2016

I found it to be interesting to analyse the binary categories with distinct hierarchies in the social stratification, while the author attempted to provide systematic observation of the intersectionality of patriarchy in the social system (Oosterom, M. and Scott-Villiers, P., 2016), which aligns with the interest of the research of how patriarchy is intercepting with age that impacts the female farmer's participation in the decision making. The patriarchal notion starts from politics to an economy that intersects each dimension of the society. For instance, looking at the political subordination, there is a systematic adoption of male perspective in both knowledge one that is on the degree of creating the knowledge and on a political level, connecting the issue with female farmers oppressed in the system, there is no possibility of incorporating equality if the farm knowledge is created from a male perspective. The social position of agency will allow them to have one perspective; therefore, the world will run in one perception, eventually perpetuating subordination of other genders' ideas and perspectives.

Patriarchy has been fueled by culture in society for ages. The culture makes people different; however, the same culture unconsciously or causally interacts in the social arena. Nevertheless, this culture is organised and reinforced by marginalised women across the globe (Oosterom, M. and Scott-Villiers, P., 2016)

The last stage is the economic stage, which organically establishes male privilege. However, Sultana, in her article, says that men dominating and taking the privilege is more than the

economy(Sultana, A., 2012). They go far by controlling the environment and nature; Walby calls it a “practical mode of production “ (Walby, 1989); here, female farmers are exported, and they are seen as dependent on their male farmers. Because men and old male farmers control most of the property and productive resources, they pass this to the male members of the family. Although female farmers have the legal right to own property, they are disadvantaged because of customary practices and social sanctions that control them.

The gendered informal rules often intersect with formal rules, and it is unconsciously reinforced in the spectrum of societies. For instance, another respondent, Linda, mentions the women's participation in the board meeting.

" It takes energy to participate because who am I, and why will I share? Because when women have to share, it should be researched, whereas it is not the same for men, he will not be critiqued."

Due to the informal institutions playing a significant role in enforcing and maintaining the gender status quo, focusing on the andro-centric practices due to the dominant power hegemony among men, women adapt and accommodate to the model that undermines their existing knowledge and agency. Women here tend to fit into the pattern of masculinity and femininity, leading them to make space for men to make decisions in the board meetings within the institutional structure. Hence, feminist scholars bring a ‘new institution’ called Feminist institutionalism that replaces the informal and formal role of the gendered institution, resulting in the diminished power and influence of andro-centrism (Waylen, 2013b)

Accesses to male centric technology :

While analysing the intersectionality with the implication of patriarchal power and its restriction , similarly while talking about technology and horticulture , she mentioned the existence of gender inequality in teaching technology to youngsters working in their garden.

Following the demand and rise of organic horticultural fruits and vegetables, farmers demand to use technology for their products to increase the yield (Dorais, M. and Cull, A., 2016). The technology that is used in organic horticultural farming differs from conventional farming technology; for instance, fertilisers control pests and weeds (Fess, T.L. and Benedito, V.A., 2018). The male partners on the farm head the momentum of accessing and adapting to this technology because, in the history of farming technology, ingenious knowledge and skills are devalued and marginalised, disproportionately affecting women as they are excluded from the institution that creates and transmits scientific technology (Fox, Johnson and Rosser, 2006). There is an implication of socioeconomic circumstances that contribute because women had less access to capital investment than

men to create women's tools that can ease their work on the farm, therefore leading to the invisibility of female farmers' knowledge in agro-based technology, as the respondents mentioned.

"There is, for example, a male on the farm; they do all the work with the machine, and I cannot do it, just they learnt it. "

When asked about how her male farm partner learnt it, she continued by saying :

"He learnt it himself, but also, for example, if there are other boys on the farm, always teach the boys first to work with the tractor, but also they are more adapted to it."

Historically, men have dominated the knowledge of technology. It is convinced that masculinity and technology are intertwined (Grint and Gill, 1995). Women's exclusion and alienation, beginning with industrial technology, resulted in a foundation for the gender division of labour in technology. Sooner or later, even female farmers accepted the power differences and depended on the male farmers for technical decisions.(Bala and Sharam, 2005)

The above statement of the respondents articulates that the embedded assumption of masculine power to technology which is evident through the institutional reinforcement of binary gender roles; in other words, the first thing reflected is that men are more adaptable than women in technology due to the widespread assumption that women are 'technical incompetence' because women's knowledge into technology has not been recognised , due to the women's silence in the area of technology , it eventually generates assumption about women and technology , moreover it is triggered individual minds through the linkages of incorporation of sexist jokes about women, The effects of gender stereotyping on women's relationship to technology(Etzkowitz, H., Kemelgor, C. and Uzzi, B., 2000) highlight the assumption that men are essential actors in the field because they are much more adaptable to technology.

Moreover, masculinity has become a norm to know the technology women should adopt to the masculine standard of technology as that is the only way of adapting to the technology as there are no alternative pragmatic feminine ideas of technology . Due to this gender disparity in the knowledge of technology, there is a failure to understand pragmatic women's knowledge by oppressing them in the circuit of technology. Technology is not merely objectifying gender identity. Nevertheless, there are several problems and tension in understanding female farmers' technological position.

Muting the voices of agency :

On average, in horticulture and organic fruits and vegetable cultivation farms, the estimation of men owning a land is relevantly more than women owning in The Netherlands. By having this, males typically align their labour to operating the machines, maintaining the field and taking most of the significant farm decisions. This style of gender labour was emphasised mainly due to women farmers' labour time in the field; in other words, women directly taking up domestic household activities and contributing to the economy by providing resources to human capital. This kind of gendered division adversely affects women participation in farm decision-making. The label of males as 'protective labour' explicitly fits in the farming field (Padavic, I. and Reskin, B.F., 2002). This attitude primarily focuses on the reproduction of gender relations across generational patriarchal families; male dominance and decision-making come with the idea of men as head of the house. Extending this idea of the head of the house in the field relates to the concern raised by one of the respondents, who said

"For example, if there is a problem, then, they(men) go and talk, and I am excluded, it was before less than now, now more they are excluding."

No wonder she felt excluded; many feminist scholars questioned the male body's power and control over female bodies in farming (Brandth, 2006). The social acts in the structure represent the cultural scheme limits and weaken women's agency. The reflection of the cultural scheme is presented with the body qualities. Scholar Slivasti picks an interesting theme to describe body politics in demonstrating farming (Slivasti, 2003, quoted by (Brandth, 2006)). She points out that women's position in farming is not only about the question regarding the social position or economic relationships but also the question regarding the body- Its size, form and power matter (Slivasti, 2003, quoted by (Brandth, 2006)). From the statement above, the respondents feel inferior and devalued as other male bodies limit their agency. Even now, the context of female farmers in the field also contributes to the validation of gender-separated tasks.

Minor participation and minor spaces :

Despite the cultural limitation of women's bodies, there are advantages of being a minority female farmer, the potential advantage of having fewer female-led family farms in Dutch horticulture is that a single woman in such a position may receive more attention and have her decisions considered by her male counterparts. This is because her decision-making aligns with the prevailing masculine norm of farming. Women entrepreneurs often conform to the gender-based division of labour, and they may also symbolically embrace aspects of masculinity within the farming context (Hechavarria, D.M. and Ingram, A.E., 2016).

As noted by Lewis, women may adapt to and accept the masculine approach to entrepreneurship because some women aim to abide by the universal standards of 'good

business' practices(Lewis, P., 2006), which happens to align with the belief system of the prevailing masculine paradigm.

Regarding the interviewee's response, she mentioned her daughter's experience, stating that networking is more accessible for her because "*in our area only women, in the entrepreneurs, they are all men, so she is special, so and she qualifies as being in the office, looking at the subsidies, she has the all the qualities than the farmers around her, and she uses these qualities of the other farmers in cooperation, but they use her as well for the office work.*"

This way, she notices that her daughter, as a horticultural farmer, is treated special because she has entered a male-dominated sector. She is adaptable to managerial activities, therefore forging a masculine trait that makes her one among those male farmers and this indeed creates a gender separation. The belief of a good business women is to align with masculine standards, from the perspective of pragmatic feminism, weaving the thread of sociopragmatic the willingness to focus on the discourses and interaction to negotiate about the women's strategies, women's knowledge in entrepreneurs, women experiences in effective leadership strategies is required so that the workplace will be codependent that being controlled by majority gender and sexual identity individuals.

Battlefield of class in farm field

Obtaining finance is a vast criterion to own the land and start a vertical horticultural and organic horticultural farming business. According to the secondary data, studies have shown that across Europe, with CAP in practice in the member states of the European Union, larger companies with larger farms are better able to compete in the global economy; therefore, according to research, it is shown most of the subsidies are predominately set for the large farm groups (dos Santos, M.L., 2013).

This becomes a piece of factual evidence because one of the respondents who owns organic farming with her male friend said, "*Land means money, money means land.*"

When I asked about the subsidies, she was not aware of the subsidies because it is her male friend who takes care of the financial decisions. Moreover, she was trying to say that the government does not engage with organic horticultural farming or protect it because they farm with small pieces of land. In the argument for incorporating small-scale farmers, the CAP of the Netherlands and other strategies for greening Dutch farming include farmers in the policy framework with the average hectare. However, there needs to be financial addresses for small farmers. If a farmer achieves financial independence, they assume a bourgeois status, and the government is obligated to safeguard their interests within the broader economic global arena.

Conversely, small-scale female farmers are considered proletariats, assured of specific financially protective measures such as direct payment strategies but often unaware of relevant policies. Additionally, when women participate, their level of responsibility in financial decision-making remains limited. Despite this, they experience oppression and suppression from both formal and informal socially constructed institutions. Because the more significant farming business is priorities in the policies, there should be a focus on class and gender-equal farming policy that should be commissioned so that there will be social inclusion of women and visibility of female farmers in the horticultural farming sector.

CHAPTER 5

5.1 CONCLUSION:

This research catalogues the representation of female farmers owning horticultural businesses, mainly focusing on the primary production of vegetables, fruits, and flowers. It focuses on women's access to resources to become a farmer and recognizes them not only for their labour on the farm but also for managing and being the farm owner. As the Netherlands has more family farms, women were invisible characters in the farming occupation. From the traditional norms, men have always inherited property without any choice. In contrast, through the observation of the research, women can choose to inherit the family farm business only when they do not have a male member or when male members are not interested. However, the priority source of land has been a questionable situation for female farmers.

Furthermore, through this research, it is observed that there is nepotism in the horticultural farming business in the Netherlands when it comes to owning extensive farmland only when the family holds the business, farmers can easily set up the primary cultivation business, as it takes immense effort to start with small scale to large scale. Moreover, the entire work environment on farms is shaped by the dominant power structures of masculine knowledge and masculine bodies that exclude women from handling tough situations on the farm. In reality, human capital is necessary to address economic understanding to boost the economy. Families are essential to the creation of human capital in the labour market, especially women in the family. Since she is a woman and she is entitled to provide for the unpaid care of others in the family, the woman who fills that role in the family takes the initiative while following societal norms. As a result, she is invisible to the economy. Although women participation has increased due to technology, the same technology is systematically reinforcing gender norms, as it is found that the older men teach the young men in the farm to understand the technicality of the technology as it is assumed that men are more compatible and adaptable to technology than women. This research has focused on the unpaid care work by female farmers in their house through social reproduction theory; her unpaid caregiving responsibilities make her unnoticed in her professional life. As she has to handle the unpaid caregiving responsibilities; due to customs and social sanctions, moreover results in her spouse taking the managerial work (division of labour to provide to the economy).

Since men have always had a choice in the economic sphere due to their forced labour and forced production of the economy, women have found it more challenging to stand on their own because they are convinced that they must conform to the stereotypical ideals of men who farm. Therefore it lacks a feminine touch, and concepts with both a masculine and a feminine touch may give everyone equal opportunities. They are, alternatively,

creating alternative experiences where several ideas are dominant throughout the Dutch horticultural farming setting. The space and knowledge control of female farmers is examined through the pragmatic feminist theory, where lack of democratic platform is detrimental for women to participate in the meetings that require democratic voice for changes. After focusing on key characteristics of pragmatism, the study illustrates interaction between two intertwined institutions that are established for the equilibrium of the economy. The nature of informal institutions is that it goes unnoticed as it is not scripted, however they interact with formal institutions that influence the livelihood of individuals. Regarding gender, the holistic frameworks of informal and formal institutions go beyond the labour market, because these institutions influence individual (in this research the target population) female farmers, owning and managing horticultural business through public policies and cultural norms that cannot be easily changed and they are difficult to control.

The analysis of the finding of this study suggests that formal and informal institutions help to explain the gender differences in horticultural farming business due to inheritance model that expects men to transfer the family farm business eventually there is perceived invisibility of female farmers. Moreover the formal institutions in the policy arena, the fact of examining the gender mainstreaming policies from CAP shows that it discusses gender mainstreaming; however, it is creating a status quo rather than addressing the actual problem. More than gender mainstreams, gender transformation might work well in practice. This gender mainstreaming highlights the tension between the gender goal and business goal. According to the Shortall articles, the articles scrutinised the CAP gender mainstreaming policy. This article mentions CAP's gender mainstreaming policy as rhetoric (Shortall, S., 2015) as the policy does not concern inherent gender inequality as long the business of farming is developing as a viable industry. However, even the policy report of SWIFT on CAP gender mainstream discusses the EU farming sector's failure of policy informing of the system of patriarchal inequality and oppression (Diamanti and Duncan, 2023). They have illustrated 4 tensions in the gender mainstreaming of female farmers in EU member states, from Female farmers owning the farming business to creating inclusive spaces for women are presented in the report. The recent CAP (2023 – 2027) aims to provide more target support to the small farmer, enhance EU member states environment and climate, and make sure member states adapt to these measures by including a leader approach (Diamanti and Duncan, 2023). The LEADER approach is a local development program that follows a bottom-up approach commissioned by the EU Commission. It is designed to engage with local actors in designing and delivering strategies, decision-making and resource allocation for rural development. In other words, the inclusivity of street-level bureaucrats encourages the active participation of people and local actors (Diamanti and Duncan, 2023).

Summing up the conclusion: Answering the research question: how do women see their representation in Dutch Horticulture? The gender-allocated roles and sex-divided roles creates an assumption for female farmers to take up the household activities. They assume

they will be concerned in the male-dominated farming industry because they are already a minority. They will be really marginalised. Women take on the household activities, looking after the farm, making them less effective than their husbands or male farmer counterparts toiling on the farm. Since women are stuck in double work, it is easy for men to take the managerial role. However, the government policies on parental care tend to be taken more by women as it is their chores. However, men are fully equipped for work in the field. Thus, the representation of women in horticulture is still underrepresented.

5.2 Policy recommendation :

Table 2:

For whom	Policy	What it does	objectives
To the Government	Collaborating with horticultural cooperative bodies of female farmers and individual female farmers helping them with capital investment to start the farming business , through providing them with interest free loans , reduction in the tax payments for the logistical support	This supports new female farmers , moreover it may attract new female farmers in the horticultural field , this eventually will reflect in an increase in female farmers in labour markets(creates more human capital) and results in more engagement of farmers in global market economy	To enhance female farmers participation in the horticultural field , furthermore it increases the growth prospects of them

To CAP policy makers	As CAP have mentioned in their 2023 -2027 aim to reduce gender gap through providing support to smaller farms , they should include horticultural community female farmers and organic farming farmers	Organic farming and community farming are known for being concerned toward the bio diversity , therefore there will be majorly acknowledge and encouraging them . This can help in promoting female knowledge about bio diversity and enhance better quality market opportunities	To improve and straighten the knowledge of smaller scale female farmers
To the Government	Government should collaborate with media representatives to communicate, promote and share the information about existing policies to female farmers	This will help as guiding tool to facilitate female farmers and provide awareness to them to avail these services to improve their horticultural business	Awareness about the policies
To the executives	They have to adapt to these measures and make use of LEADER approach (is a bottom -up approach that connects local official with local people to develop local empowerment , and to deliver equal resource allocation)	This is to inspect the policies , allocate resources for female farmer	To create equal opportunity for local farmers and to keep check and balance in the allocated resources

5.3 Limitation :

This research should have included female large-scale farmers who are well-established and working with corporate organisations, as well as research participants who are aspiring entrepreneurs. In addition, the limited time frame for the MA thesis was limited from including men and other genders to understand the inclusive gender viewpoint in the research. Additionally, the research may have encompassed female farmers of many races and ethnicities in order to examine the intersections of identities. Their lived experiences may have revealed other research gaps.

To get a new stakeholder perspective, the research could have concentrated on Dutch government officials. It could have also gone farther to learn about the cooperative that supports female farmers. Additionally, there was linguistic bias during the interview as well as cultural differences in how people regard farms. Conducting study in this field can aid the female farmers who are entrepreneurs by providing them with policy support.

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ANNEXATION 1:

NN
1:

QUESTIONNAIRE GUIDE :

1. What motivated you to start your own business in horticulture ? why only horticulture
2. What are your ideas about the representation of women in entrepreneurial sector
3. What are the reasons for under representation of women entrepreneurs ?
4. Do you think there is gender gap in the business
5. Do the role of women in the family influence workplace enterprise activities ?(Feminist institutionalism)
6. Work under or would you like to be an entrepreneur ? Why ?
7. How difficult as women to set up network and investors
8. Do you think women from lgbtq , are represented as entrepreneurs ?(intersectionality)
AGE - underrepresentation
9. How do you feel about women's representation in the discussion of the board meetings?(Feminist institution)
10. How far do you think policies are effective across gender a) education and training b) finance c) "vrouwen haar de top"
How do you feel about the regulations of the government
Trade
Bureaucracy
Demand and supply
11. How inclusive is the companies so far
12. In what way do u think you have/can inspire women
13. Have you broken the societal norms to create your space as women entrepreneur
14. What are the benefits as women entrepreneur you get from government