The main argument is that most cultural gender norms have a negative influence in the uptake of agricultural innovations. The findings are derived from research work conducted in Tanzania using the GENNOVATE methodology. The findings show that there are still traditional norms, particularly those based on superstition, that impede adoption of innovations; traditional norms around household decision-making in agricultural practices perpetuate gender discrepancies; more still, there is great disapproval if a person wanted to break away from the community's gender expectations. A conclusion is made that a combination of superstition, gender biased decision-making, and the disapproval to break away from a community's expectations lead to endogenic processes of perpetuation of traditional customary behaviors that act as stumbling blocks to agricultural innovations. It is for this matter that if agricultural innovations have to be meaningful to the people, deliberate exogenic efforts that can have endogenic impact on gender norms are needed to alter patriarchy-based thinking in the formation of expectations.

Agricultural and natural resource management innovations have often been introduced, promoted and adopted among local communities / farmers. However, how the innovation process is perceived by men and women, the relationships involved, the distribution of benefits and the differing capacities of women and men to take advantage of the new opportunities in agriculture are not always carefully thought-out. This study examined both community and individual men and women's experiences with agricultural innovations and practices and how these interactions support or hinder the achievement of agricultural innovations across various contexts. By providing robust empirical evidence on the relationship between gender norms, agency and agricultural innovation, the study revealed that socio-cultural structures and household dynamics chiefly shapes how individuals negotiate for space, freedom, resources and the capacities needed to innovate.