

Why an International Women Network in the Seafood Industry is important

Presentation to GAF 5 Lucknow India 2014
www.marketing-seafood.com

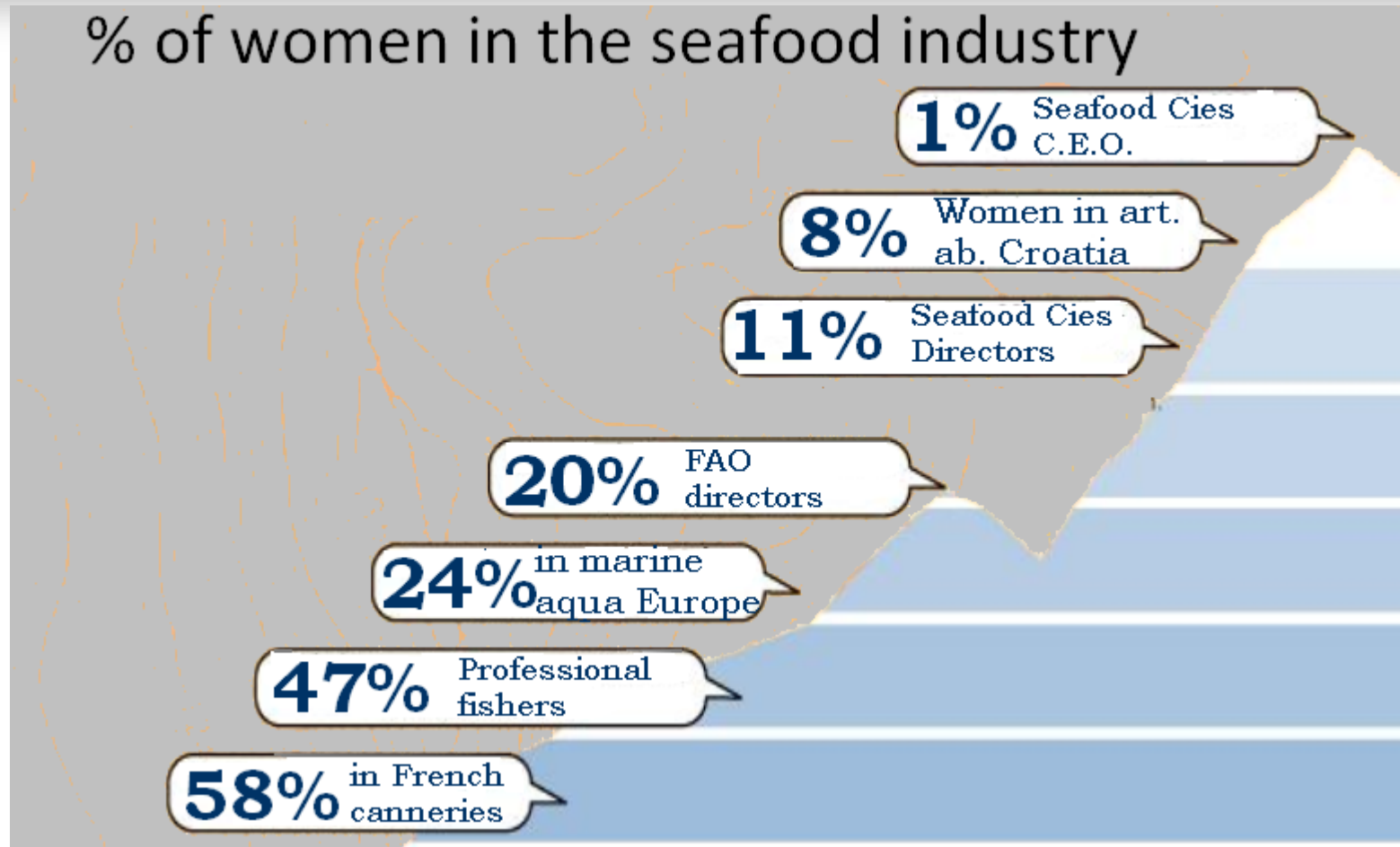
Women in fisheries, aquaculture and connected activities

- Women are here
 - Fishing, mending / repairing filets, cleaning boats
 - Managing the husband business
 - Processing seafood
 - Selling, trading seafood
- Women are invisible
 - Part time jobs
 - Subsistence labour not registrered
 - Not invited to public events
 - Not nominated in companies' boards
 - Not invited by media to witness
- Women are not here
 - Leadership position

Not here: Few female leaders

- On the world top 100 biggest seafood companies
 - Women hold 1% of top executive positions such as president, chairperson and CEO
- Out of a sample of 64 companies among the top 100 seafood companies
 - 55% had 0% women among directors or board members
- On a total of 621 senior leaders and board members, 58 are women i.e. 9 %
 - Compared to 20% in Fortune 100 USA companies

Female are like oxygen, they are rare in altitude



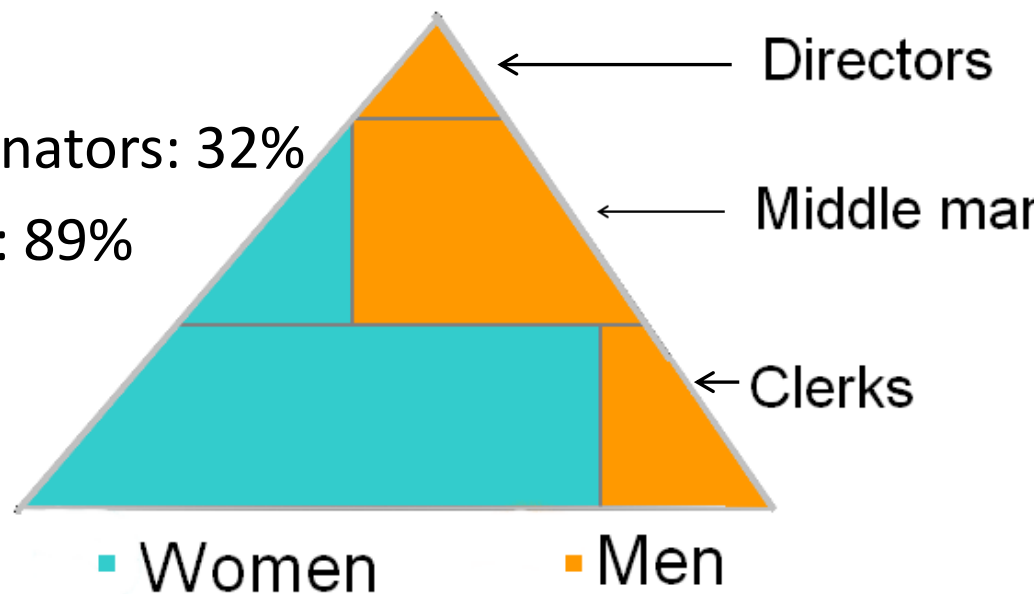
but the **difference** is that here **things can be changed**

Where are the women?

- FAO

- Since 1945, 8 Directors general: 0%
- In 2014, 45 directors: 20%
- 2014 FAO Fisheries and Aquaculture Department

- 3 directors: 0%
- Officers, analysts, coordinators: 32%
- Clerks, typists, secretary: 89%



Little visibility

Industry conferences: % of women speakers?



- NASF 2012 - **6%**
- NASF 2015 - **11%** (based on programme 05/09/2014)



- France Fisheries Forum 2011 - **0%**
- France Fisheries Forum 2014 - **12%**



- Global Aquaculture Alliance 2011 Forum - **5%**
- Global Aquaculture Alliance 2014 Forum - **19%**

Things are improving, but
would had it been the case
without actions of activists?

Country profile: Aquaculture in Croatia

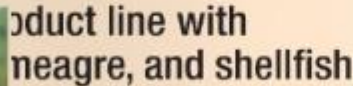


Las Bovevie, Head of the Fisheries
Advisory Centre

members with annual net of 15,000 tonnes of gic fish from 30 purse seine vessels three between 15 and 25 m, there are from 21 to 30 l however exclusively gic fish. The total unit by Omega 3 is bigger ether cooperative and about 25% of the total tch of pelagics. In 2010 elp of IPARD (Instru-Pre-Accession Assis Rural Development) ga 3 established a priority based in an indus in Sopot-Benkovce an maintained about an 5 from Kuli



ness, the logistics man-



There is no such thing as a free lunch, and the same goes for the Internet. The Internet is not a free lunch, and the same goes for the Internet. The Internet is not a free lunch, and the same goes for the Internet.



Market Services Self-Paid Manager at the Lompoc site, and Lompoc County Board Member



re time taken to get a two hour wait can lead from premium + I product which. Increase in price.

in a struggle with buyers for the industrialised nations before the mercy of the market, so we need to look to how Mr Barroso dealt with the situation in which is now Common Law will enable



fish is frozen while the domestic consumers, who use it to feed for salting (main). Since the production stream in July are 3,000 tonnes of frozen year and expects 11 tonnes by the end of

Love Vidos, the sal Omega 3, has from the cooperatives pro parts of Europe. It is being sold to bu France, Italy and Gr the frozen fish is as longline fishermen a fish for bait has to quality, says Mr V Sproosh buyers are



Robert Payre, Manager, Fisheries's Cooperative Action



Arona Shusterman, Fisherman's Cooperative Admin



Kristina Mislov Jelavic, Representative of the Fishing Affiliation within the Croatian Chamber of Economy in MEDAC.



Ivan Birkic, President of the Fishing Affiliation within the Croatian Chamber of Economy.

Benefits at getting more women onboard?

- Study in the seafood industry on this specific topic ?
- Several recent studies in other industries
 - Catalyst (2007)
 - Credit Suisse (2012)
 - McKinsey&Cie (2013)
 - IMF (2013)
- They conclude that there are **benefits of** having women on-board

What can be done?

- Produce and disseminate facts on inequity and discrimination
- Produce undisputed facts on the benefits for better gender equality
- Legislative tool: Women Quotas
- Help women to propel themselves: re-vitalize

Women International Network(s) (WIN)

Women International Network

Objectives

- 1. Accelerate the advancement of women
- 2. Develop skills including leadership
- 3. Create a pipeline towards the industry

Strategy

- 1. Learning: capacity improvement
- 2. Connection between women
- 3. Communication, internal and external

Tools

- 1. Seminars, workshop, summer university, mentoring programmes, scholarship
- 2. E-platform
- 3. List of female professionals including female speakers

Women International Network

- Because things change only very slowly, we need to demonstrate the benefits for organisations and for women when hiring more women
- **For that we need:**
 - Power
 - Organisation
 - Strategy
 - Means

This international network: Who, when, how?

- As Meryl Williams, Poh Sze Choo and M.C. Nandeeshasked during the 4th Global Symposium on Gender in Aquaculture and Fisheries (GAF4) :
“The burning questions: If not us, then who?, If us, then how ?”
- To this question, my answers are:
 - Who: **Us**
 - When: **Now**
 - How: With the support of public, national and international bodies and with creating partnership with private seafood companies

Supportive network

Share of experiences

Thank you

GAF5

Development of skills

Engaged women

Role models

Inspirational leaders

References

- **McKinsey & Company (2013):** Gender diversity in top management: Moving corporate culture, moving boundaries, 20p
- **Credit Suisse (2012):** Gender diversity and corporate performance, 32p
- **Catalyst (2007):** The Bottom Line. Corporate Performance and Women's Representation on Boards
- **IMF (2013):** Women, Work, and the Economy: Macroeconomic Gains from Gender Equity
- **FAO website**
- **Undercurrents News (2014):** World's 100 Largest Seafood Companies, 293p
- **Meryl J. Williams, Poh Sze Choo and M.C. Nandeeshha (2013) :** AFS gender and fisheries networking experiences : what works, what doesn't? 21p