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 registered
  – 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

% of women in the seafood industry

- 1% Seafood Cies C.E.O.
- 8% Women in art. ab. Croatia
- 11% Seafood Cies Directors
- 20% FAO directors
- 24% in marine aqua Europe
- 47% Professional fishers
- 58% in French canneries

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

members with total more than 20,000 tonnes of parts fish from 30 purse between 15 and 16 m. There are more than 30 purse fish farms exclusively. The total value by Omega 3 is bigger than expensive and about 20% of the total fish in aquaculture. In 2018, the Omega 3 fish farming company has been established in an island in the Adriatic Sea and is a joint venture between eight fish farms from Klik.

Product line with meagre, and shellfish

Ivan Turov, Manager, Omega 3

Zlatan Franjo, President, Omega 3

Lavo Bucarelli, Head of the Fisheries Advisory Council, and Member of the Croatian Parliament.

Simon Krstan, Manager, Omega 3

Lavr Vidovc, Sales manager, Omega 3

Robert Puprz, Manager, Fishermen’s Cooperative Actis

Anto Budinčić, Fishermen’s Cooperative Actis

Kristina Marić Jelović, Representative of the Fishing Affiliation within the Croatian Chamber of Economy in MEDAC.

Ivan Binkic, 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)
  - 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
As Meryl Williams, Poh Sze Choo and M.C. Nandeesha asked 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
Engaged women
GAF5
Development of skills
Role models
Inspirational leaders
Thank you
References

• 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