




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

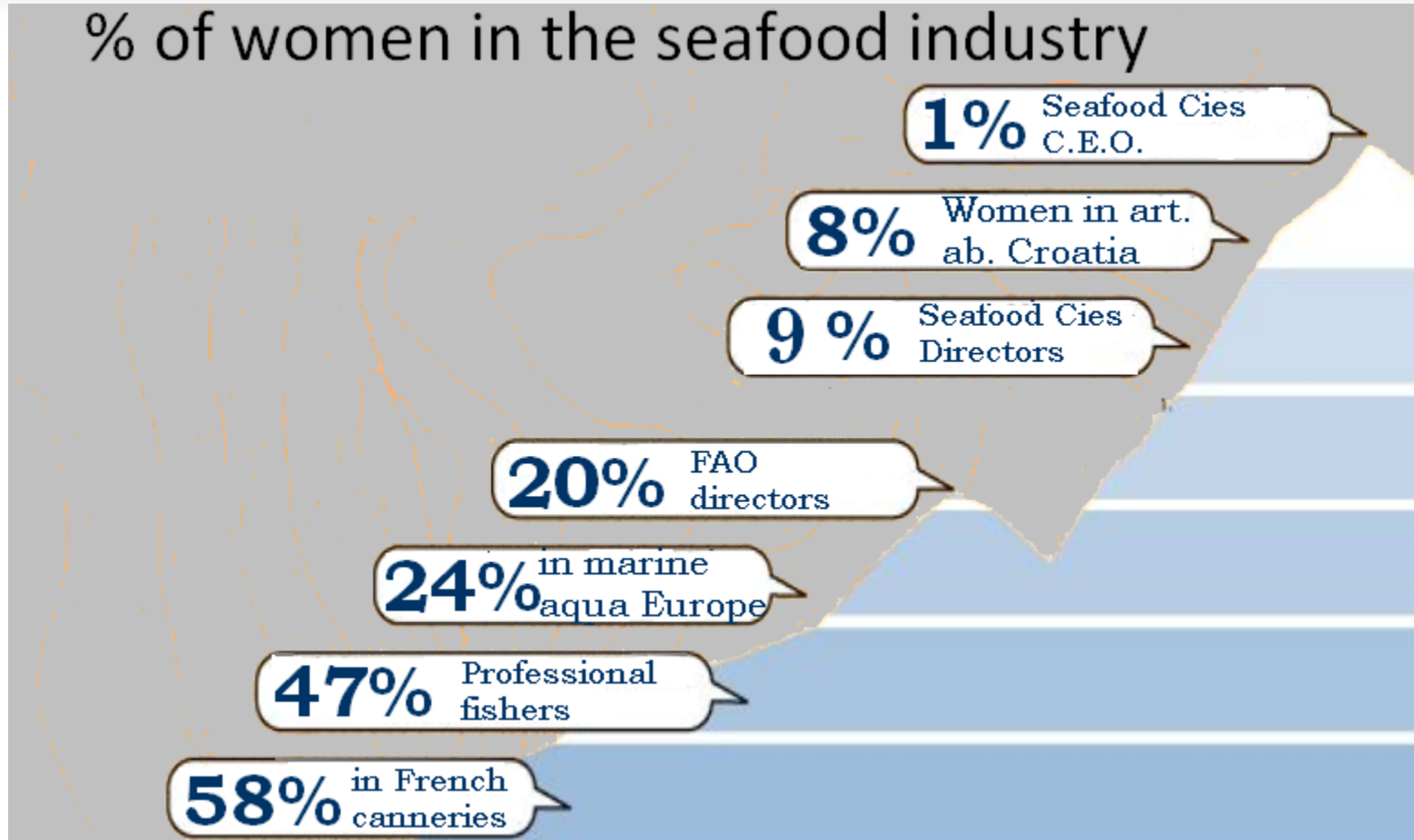
- Women are here
 - Fishing, mending / repairing filets, cleaning boats
 - Managing the husband business
 - Processing seafood
 - Selling, trading seafood
- Women are invisible
 - Part time jobs
 - Subsistence labour not registered
 - Not invited to public events
 - Not nominated in companies' boards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



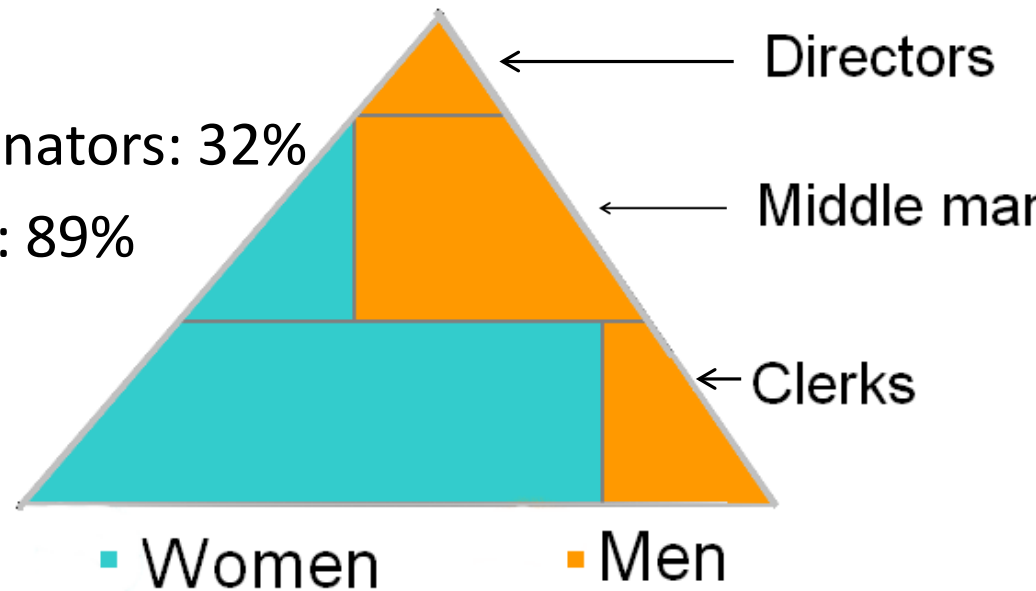
but the **difference** is that here **things can be changed**

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?

Eurofish Magazine N°5 2014

Country profile: Aquaculture in Croatia



Petar Buzovic, Head of the Fisheries Advisory Council, and Member of the Croatian Parliament



Lax Buzovic, Head of the Fisheries Advisory Council

members with total tonnage of 13,000 tonnes of fish from 30 purse seine vessels three between 15 and 20 m, there are from 20 to 30 fisher vessels exclusively for fish. The total catch by Omega 3 is bigger than the cooperative and about 25% of the total catch of pelagics. In 2012 help of IPARD (Instrumental Pre-Accession Assistance Rural Development) was established a priority based in an industry Sopot-Benkocina is maintained about 100 km from Kuli.



Zlatomir Franec, President, Omega 3

not, the logistics man-



Ivan Prezelac, Director of Oms Miska

Product line with sea bream, and shellfish

sea and seabass farming industry in the Mediterranean, experimenting with species to spawn several times in the year and with feeds that would provide the variety. Croatia had a small commercial production of seabass and seabass.

The sea bream is an important species in the Mediterranean, and the seabass is a species that is highly valued in the market.



Marko Domicelj (left), Farm Manager at the Sopot-Benkocina, and Lax Buzovic, Head of the Fisheries Advisory Council



Sime Krstic, Manager, Omega 3



Lovre Vidov, Sales manager, Omega 3

fish is frozen while the domestic countries, users who use it to feed for salting (main). Since the production in streams in July an 2,000 tonnes of fish year and expects to times by the end of

Lovre Vidov, the sales manager of Omega 3, has found the cooperatives parts of Europe. It is being sold to France, Italy and Greece. The frozen fish is sold to Spanish buyers are



Miroslav Jelic, Farm Manager at the Sopot-Benkocina

is time taken together with buyers for the individual product which is a consequence of the intervention in price.

in a strategic decision, so we need to change our approach to how solve problems. Mr Buzovic enforce well satisfied with the of regulation which is aimed in the new Common Policy and will enable



Robert Popic, Manager, Fisherman's Cooperative Adria



Ante Stadrjan, Fisherman's Cooperative Adria



Kristina Mislov Jalavic, Representative of the Fishing Affiliation within the Croatian Chamber of Economy in MEDAG.



Ivan Birlikic, 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
- Law: Women Quotas Legislation
- 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
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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