

# Why an International Women Network in the Seafood Industry is important

Presentation to 10th International Economic and Scientific Conference on Fisheries

Vucovar, Croatia

[www.marketing-seafood.com](http://www.marketing-seafood.com)

# REGULATION (EU) No 508/2014 on the European Maritime and Fisheries Fund

(8) The European Union should, at all stages of implementation of the EMFF, **aim to eliminate inequalities and promote equality between men and women...**

# Women in fisheries, aquaculture and Support activities

- Women are there
  - 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 there
  - Leadership position

# Eurofish Magazine N°5 2014

## Country profile: Croatia, 20p



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



**Lászlo Buncević, 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 fisherwomen 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, with the help of IPARD (Instrumental Pre-Accession Assistance Rural Development) Omega 3 established a facility based in an industrial zone in Sopot-Benkovac on a mainland about 10 km from Kuli.



**Zlatomir Franec, President, Omega 3**

not, the logistics man-



**Ivan Prepelc, Director of Odra Miska**

### Product line with sea bream, and shellfish

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

The sea bream is an important species for the sea bream farming industry in the Mediterranean, experimenting with sea bream to spawn several times in the year and with leads that would provide the variety. Croatia had a small commercial production of sea bream and sea bass.



**Miroslav Đurđević, Farm Manager at the Sardinia fish, and Lászlo Buncević**



**Sime Krnić, Manager, Omega 3**



**Lovre Vidok, 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 2013, 3,000 tonnes of frozen year and expects to triple by the end of

Lovre Vidok, the sales manager Omega 3, has found the cooperatives products of Europe. It is being sold to buyers in France, Italy and Greece. The frozen fish is in high demand for quality, says Mr. V. Spanish buyers are



**Miroslav Đurđević, Farm Manager at the Sardinia fish**

is time taken to get a two-hour wait can be fish from premium product which is absence in price.

in a struggle with buyers for the industry contracted attention before the necessary decisions, so we need change our approach to how solve problems. Mr. Buncević ensure well satisfied with the of regulation which is fixed in the new Common Fisheries Policy and will enable



**Robert Pajec, Manager, Fisherman's Cooperative Adria**



**Anja Štadrić, Fisherman's Cooperative Adria**



**Kratina Mišolc Jelavić, Representative of the Fishing Affiliation within the Croatian Chamber of Economy in MEDAG.**



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

# 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

# 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%**

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



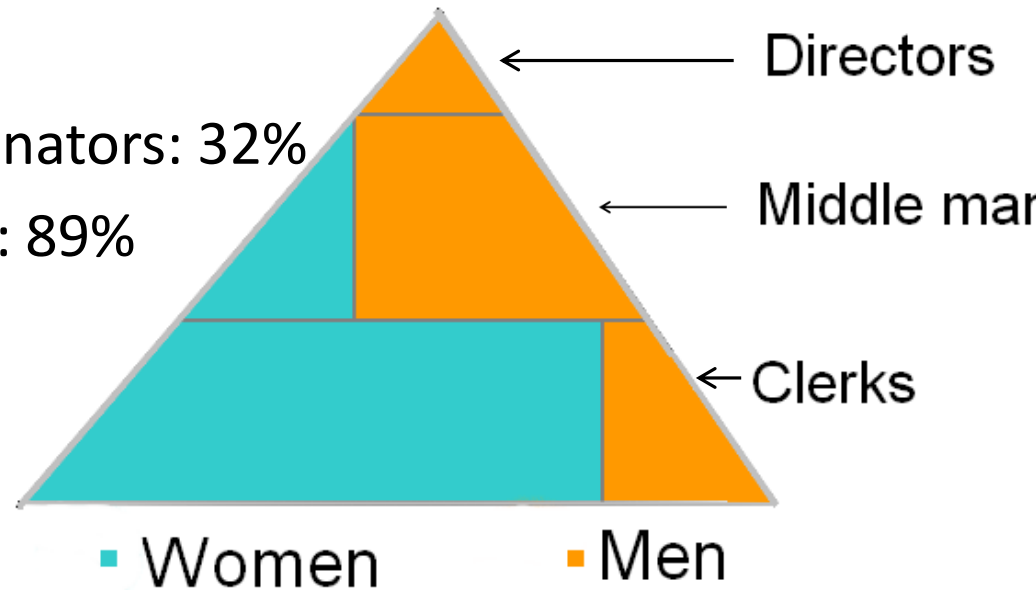
OCT 7-10 SHERATON SAIGON HOTEL & TOWERS

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

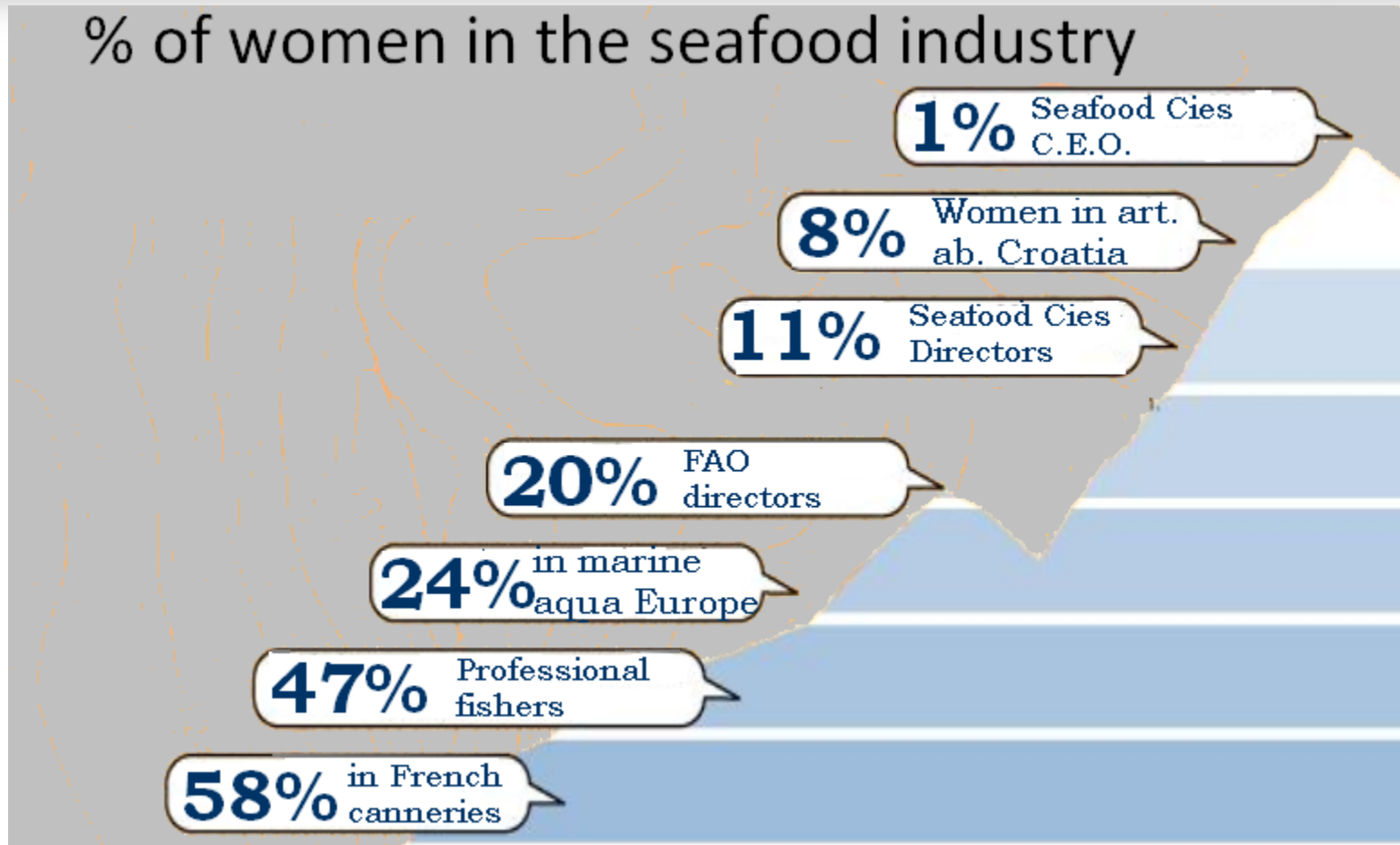
# Where are the women?

- 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%



# Women are like oxygen, they are rare in altitude



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



# The benefits at getting more women onboard

- No (?) study in the seafood industry on this specific topic
- Several recent studies in other industries
  - Credit Suisse (2012)
  - McKinsey&Cie (2013)
- They all conclude that there is an **economic benefits of** having women on-board

# What can be done?

- Produce and disseminate facts on inequity and discrimination
- Produce facts on the benefits for better gender equality
- Specific Legislation: Women Quotas
- Help women to propel themselves: **Women International Network(s)**
  - **Aquaculture without Frontier**

# Women International Network

## Objectives

- 1. Accelerate the advancement of women
- 2. Develop leadership skills
- 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

# Reaction from the room

- What is your feeling about the position of women in the industry in Croatia?
- Is this industry welcoming young women?
- In the education system, is there women attending the programmes?
- Is there any women association in the industry?

Supportive network

Share of experiences

Thank you

Development of skills

Engaged women

Role models

Inspirational leaders

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