THE SEAFOOD INDUSTRY IS NOT ATTRACTIVE TO WOMEN, IS IT REALLY?
PUTTING GENDER ON THE AGENDA OF THE SEAFOOD INDUSTRY, RESULTS FROM A GLOBAL SURVEY

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EMPOWERING WOMEN IN THE MARITIME COMMUNITY
WMU INTERNATIONAL WOMEN’S CONFERENCE – 4TH AND 5TH APRIL 2019
Where Are Women in the Seafood Industry?

LEADERSHIP (CEO, CFO, Etc.)
PROFESSIONAL ORGANISATIONS
FISHERIES MANAGEMENT
CONFERENCE SPEAKERS
INDUSTRIAL FISHING
SMALL SCALE FISHING
FISHERIES SUPPORT ACTIVITIES (ASHORE)
SELLING AND MARKETING
ADMINISTRATION
QUALITY INSPECTION
RESEARCHERS, MARINE AND SOCIAL SCIENCES
ON-SHORE FISHING - GLEANING
SMALL SCALE AQUACULTURE
SEAFOOD PROCESSING (EMPLOYEES)
ENVIRONMENT ACTIVISM
### Survey 2017-2018: Gender on the Agenda of the Seafood Industry

| Objectives | Increase knowledge and understanding about gender in this industry  
|            | Raise awareness among stakeholders |
| Methodology | On-line survey  
|             | September-December 2017 (4 months)  
|             | Three languages (English, French, Spanish) |
| Sample description | 700 respondants  
|                  | 71% women, 29% men  
|                  | All five continents, 350 from Europe  
|                  | All segments of the industry (fishing, aquaculture, processing, trading, etc) |
WSI Survey: what have we found?

Women and men in the seafood industry: diversity without equality

1. Perceptions of inequality in all activity sectors
2. Women perceive more gender inequality than men (also in all sectors)
3. Low awareness and understanding of the situation
4. Systematic discriminations and disadvantages against women
Would you say that your industry is equally attractive and equitable to women and men?

1. Perceptions of inequality in all activity sectors

<table>
<thead>
<tr>
<th>Industry</th>
<th>Yes</th>
<th>No</th>
<th>No idea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seafood processing</td>
<td>45%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Aquaculture</td>
<td>39%</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>Trading / retailing company</td>
<td>33%</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Professional associations/ Trade Unions</td>
<td>33%</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Fishing</td>
<td>32%</td>
<td>64%</td>
<td></td>
</tr>
</tbody>
</table>
2. Women perceive more gender inequality than men: they don’t share the same perception about gender issues

- There is a lack of female candidates: 71% (Women) vs. 39% (Men)
- Working conditions are not adapted to women: 27% (Women) vs. 24% (Men)
- Unequal opportunities for women and men: 49% (Women) vs. 32% (Men)
- Discrimination at work: 33% (Women) vs. 8% (Men)
- Sexual harassment: 12% (Women) vs. 3% (Men)
3. Low awareness and understanding of the situation

Barriers to positioning gender inequality as an issue: **Lack of recognition**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is no gender inequality (problems save been solved)</td>
<td>34%</td>
<td>55%</td>
</tr>
<tr>
<td>Gender inequality is not recognised</td>
<td>52%</td>
<td>31%</td>
</tr>
<tr>
<td>These issues are too sensitive to talk about</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Not seen as an issue/ not seen as a priority</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>
3. Low awareness and understanding of the situation

Barriers to positioning gender inequality as an issue: Not seen as a priority

- Gender (in)equality v/s other social issues
- Gender (in)equality v/s profit
  
  *People are too busy to acknowledge these kinds of issues.*  
  Woman, Public services, North America.

  *Company is supposed to make profits, not correct inequality.*  
  Man, Aquaculture, North America.

- Gender (in)equality v/s meritocratic principles

Barriers to positioning gender inequality as an issue: Seen as a “women’s issue”
4. Systematic discriminations and disadvantages against women

- Barriers reproducing an unequal environment for women

Do any of the following play a role as a barrier to gender equality within the industry?

- Unconscious bias: 71%
- Industry leaders don't pay attention to this issue: 76%
- This industry is not attractive to women: 80%
- Too few female candidates: 82%
- Lack of incentives at school level: 90%
The vicious circle reproducing gender inequalities in the seafood industry

Lack of incentives at school level
Discrimination
Gender bias in recruitment

Leaders don’t pay attention to this issue

Working conditions unfavourable to women
"Industry is not attractive to women"
Lack of women candidates

Source: WSI, Global Survey 2018
Conclusions: « is the seafood industry not attractive to women? »

• Women’s participation in this industry is a fact, but it still coexists with many forms of discrimination.

• It is essential to better understand the barriers / obstacles that women face in this industry: understanding is essential to act!
Thank you for your attention

The International Association for Women in the Seafood Industry

Find out more
www.wsi-asso.org

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