



# SAGE

SEAFOOD AND GENDER EQUALITY

Promoting Gender Equality  
in the Global Seafood Sector



# Gender equality is a FUNDAMENTAL HUMAN RIGHT

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## **The global seafood sector is rife with gender inequalities.**

50% of the workforce in the global seafood industry are women. However, they are significantly underrepresented in leadership and decision-making roles, their invaluable contributions to the sector are under-acknowledged, and how they participate in seafood supply chains is under-researched.

At the supply chain level, most women—90% according to some estimates—are working as essential, frontline workers, processing seafood after harvest. Globally, at the industry level, only 4% of the top seafood companies have women CEOs and women comprise only 21% of boards of the leading North American seafood companies.

When we refer to women, it is with deliberate acknowledgment and an embrace of the diverse spectrum that gender represents. Our definition of women encompasses both transgender and cisgender<sup>1</sup> individuals.

As the leading effort dedicated to promoting gender equality in the seafood sector, we support not only women, but genderqueer<sup>2</sup> people who are also underrepresented, unacknowledged, and invisible in seafood, regardless of their valuable contributions to the sector.

<sup>1</sup> Identifies with the gender they were assigned at birth

<sup>2</sup> Someone whose gender identity and/or expression falls between or outside of male and female





**We're  
developing  
SOLUTIONS**

The greatest challenges facing our ocean—climate change, illegal fish harvest, social injustice, environmental degradation—disproportionately affect women and historically excluded people, and the time to center their voices in addressing these challenges is now.



# About SAGE

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## OUR MISSION

Gender equality and sustainability go hand-in-hand. SAGE uplifts, amplifies, and integrates diverse voices in the global seafood sector to build a more resilient industry, thriving communities, and abundant seafood resources for future generations.

## OUR VISION

SAGE envisions an inclusive seafood industry that embraces gender equality and empowers women and genderqueer people, leading to an abundant supply of environmentally and socially responsible seafood for future generations.

## WHERE WE WORK

We believe that increasing diverse leadership in the U.S. seafood sector will drive positive and enduring change in sustainability projects funded and supported by the industry, as well as in the global fisheries and fish farms from which they source.

## HOW WE WORK

We believe deeply in the power of collaboration and collective impact. We work with individuals, nonprofits, and businesses across the seafood sector to create change. As a nimble startup and a lean nonprofit initiative, we choose projects that are within our capacity and expertise, while remaining open to partnering with others to amplify impact.



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SAGE envisions an inclusive seafood industry that embraces gender equality and empowers women, leading to an abundant supply of environmentally and socially responsible seafood for future generations.

SAGE drives key outcomes in the seafood industry such as:

We:

Educate and build awareness about gender issues in the seafood sector.

Support the seafood industry and NGOs to mainstream gender into their day-to-day operations.

Promote women leaders through building capacity and community.

Improved understanding of barriers to gender equality

Improved sector-wide data and information about gender

A strong cohort of women leaders who catalyze improvements in diversity and sustainability

Actualized industry commitments on gender equality

Agency and empowerment of women

Access and opportunity for all genders

Gender recognition

Gender Parity

Responsible production

SAGE believes that gender parity and gender recognition are key drivers of equality, and that by embracing diversity and supporting gender equality, the seafood sector will become more responsible and more resilient.

# Seafood and Gender Equality's Theory of Change

# Our GOALS

**We want to see people of all genders, communities, and ecosystems thrive, and we aim to achieve this through the following overarching goals and outcomes:**

## 1 GENDER PARITY

Leadership in the seafood industry is representative of the gender diversity that we know exists. Gender parity, however, is more than ensuring equal representation. There are pre-conditions that must be in place to ensure the success of a diverse leadership once parity is achieved.

We are committed to promoting gender equality in the global seafood sector. The scope of our work focuses on centering the voices of women and genderqueer people who are developing solutions to the collective challenges around responsible seafood production.

### OUTCOMES

- Barriers to gender equality are understood
- Diverse leaders are catalysts
- Increased agency, access, and opportunity for people of all genders

## 2 GENDER RECOGNITION

Women's and genderqueer people's contributions to the seafood sector are understood, acknowledged, and valued.

### OUTCOMES

- Gender-disaggregated data is collected (However, there are limitations to solely collecting gender-disaggregated data and measures must be in place to ensure these limitations do not become barriers or create harm.)
- Increase in demonstrated commitments to gender equality

## 3 RESPONSIBLE PRODUCTION

Seafood supply chains are socially and environmentally responsible and gender equality is integral to the definition of responsible seafood.

### OUTCOMES

- Gender is integrated into seafood businesses and nonprofit organizations, both internally and into sourcing policies and projects that they fund, support, or operate on the ground
- Sustainability improvements are accelerated



**Gender equality is**  
**MULTI**  
**FACETED**

**Gender parity, recognition, and responsible production are integral to gender equality and key impacts that we hope to drive.**

**However, we recognize that there are many facets to gender equality, and these impact goals connect to so many other factors, such as:**

Gender equality is a fundamental human right.

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Diverse leadership drives innovation, transformation, and resilience in business and society.

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Responsible production—or a socially and environmentally responsible seafood sector—is essential to global economies, human health, nutrition, and food security, as well as healthy oceans and waterways.



# Our STRATEGIES

**SAGE deploys 3 key strategies to uplift, amplify, and integrate diverse voices in the global seafood sector, leading to a more resilient industry.**



## **BUILDING CAPACITY & COMMUNITY**

SAGE is creating pathways to leadership for emerging women and genderqueer people while building an inclusive community of people who are in the seafood industry or are interested in building a career in the sector.



## **RAISING AWARENESS**

SAGE educates the seafood sector about the importance of gender equality in seafood and highlights where gender inequalities exist and how to address them. We uplift and amplify diverse voices in the seafood sector and inspire new and enthusiastic leaders.



## **GENDER INTEGRATION**

SAGE works with the seafood industry and nonprofits that are focused on environmental and social responsibility in global seafood production to integrate gender equality into their day-to-day operations and on-the-water programs they implement and support.





# Our WORK

## THE CONCH PODCAST



SEAFOOD AND GENDER EQUALITY

### The Conch Podcast

The Conch podcast features interviews with the most inspiring people in the world of seafood.

Julie Kuchepatov, founder of SAGE, interviews people succeeding in the sector and examines the challenges they face and the triumphs they've achieved—all while working to improve the environmental and social responsibility of the planet's most incredible food source: seafood.



### The Bloom

The Bloom is a networking community for women and genderqueer people in the seafood sector. We host a series of virtual monthly get-togethers designed to inspire, unite, and empower.

The Bloom is a brave<sup>3</sup>, inclusive space for discussing the challenges we encounter in the course of our daily lives and the solutions to these challenges.

Members and invited experts share their knowledge, insights, and stories with the community, and together, we empower and support each other throughout our professional journeys.



### Boston Bingo

Boston (or Barcelona) bingo is a traditional bingo game with a twist unique to the seafood sector.

It's a lighthearted and fun way to draw attention to some of the amazing and not-so-amazing things one might see or experience as a woman or genderqueer person at a seafood trade show.



A Climate & Seafood Podcast PRESENTED BY SEAWORTHY & SAGE



### The Gender Equality Dialogues (GED)

The GED is a year-long program offering leaders in the seafood industry a collaborative, supportive space as they drive the transition to a more equitable future for all and ensure the survival and wellbeing of the sector for years to come.

Industry leaders participating in the GED meet monthly to align on the key barriers to gender equality in the sector, make measurable and actionable commitments, and leave equipped with the tools and information to drive tangible, long-lasting change.

### Coming Soon: In Hot Water: A Climate and Seafood Podcast

Three generations hit the road to explore key seafood producing regions across the U.S. and hear from people working at the intersections of fisheries, aquaculture, seafood, and conservation while grappling with the effects of the global climate crisis. The result of these travels?

In Hot Water, A Climate and Seafood Podcast—a series where we chat with people who share the challenges facing their region and their personal stories. Along the way, we experience some moments that make us ask, "What the heck?" as we try to understand why we are in hot water and what we can do about it.

### THE SPEAKERS' BUREAU FOR THE SEAFOOD SECTOR



### The Speakers' Bureau for the Seafood Sector

Using the Speakers' Bureau, seafood event and conference organizers can browse speakers' profiles and find the right experts for their panel or event.

Speakers can create profiles, showcasing their expertise and past speaking engagements. Ultimately, the Speakers' Bureau helps the sector create diverse, inclusive panels and supports speakers find exciting speaking opportunities.

<sup>3</sup> A "brave space" is the "creation of a challenging environment that encourages equal participation across representative identities." (Boostrom, 1998) [https://13catalystgroup.com/blog/what-do-you-mean-brave-spaces-i-want-safety\\_](https://13catalystgroup.com/blog/what-do-you-mean-brave-spaces-i-want-safety_)



# CONTACT US

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