BUILDING GENDER EQUALITY IN THE GLOBAL SEAFOOD SECTOR
Fifty percent of the workforce in the global seafood industry are women. However, they are significantly underrepresented in management and decision-making roles, their invaluable contributions to the sector are underacknowledged, and how they participate in seafood supply chains is under-researched. At the supply chain level, most women—95% 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. Women compromise only 21% of boards of the leading North American seafood companies.

Seafood and Gender Equality (SAGE), founded in 2020, is fiscally sponsored by the 501(c)3 nonprofit Coastal Quest. We are working to increase women’s power and influence in the U.S. seafood sector, leading to a diverse, equitable, inclusive, and resilient global seafood industry.
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.

ABOUT SAGE

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, we choose projects that are within our capacity and expertise, while open to partnering with others to amplify impact.

WHERE WE WORK

The U.S. seafood sector is the focus of our work as we believe that by increasing women’s leadership in the U.S. seafood industry, this will drive positive and enduring change in sustainability projects that the industry funds and supports, as well as in the global fisheries and fish farms from which they source.

OUR VISION: SAGE envisions an inclusive seafood industry that embraces gender equality & empowers women, leading to an abundant supply of environmentally & socially responsible seafood for future generations.
SAGE works with individuals, businesses, and NGOs across the seafood industry to create change.

We:
- Support the seafood industry and NGOs to mainstream gender into their day-to-day operations.
- Promote women leaders through building capacity and community.
- Educate and build awareness about gender issues in the seafood sector.

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.

SAGE drives key outcomes in the seafood industry such as:
- Improved understanding of barriers to gender equality
- Actualized industry commitments on gender equality
- Access and opportunity for all genders
- Improved sector-wide data and information about gender
- Agency and empowerment of women
- A strong cohort of women leaders who catalyze improvements in diversity and sustainability

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Seafood and Gender Equality’s Theory of Change

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.
OUR GOALS

We are committed to building gender equality and empowering women in the global seafood sector. The scope of our work focuses on centering women’s voices in developing solutions to our collective challenges around responsible seafood production. We want to see women, communities, and ecosystems thrive, and we achieve this through the following overarching goals and outcomes:

1. **GENDER PARITY**
   - Leadership in the seafood industry is representative of gender.

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

2. **GENDER RECOGNITION**
   - Women’s contributions to the seafood sector are understood, acknowledged, and valued.

   **OUTCOMES**
   - Increase in demonstrated commitments to gender equality
   - Gender data is collected

3. **RESPONSIBLE PRODUCTION**
   - Seafood supply chains are socially and environmentally responsible and gender is integral to the definition of responsible seafood.

   **OUTCOMES**
   - Gender is mainstreamed into seafood businesses & nonprofits both internally & into sourcing policies & projects that they fund, support, or operate on the ground
   - Sustainability improvements are accelerated
GENDER PARITY AND 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.
- Women leaders drive innovation, transformation, and resilience in business and society.
- 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 THREE 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 integrate emerging women leaders while building a community of diverse women 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 women's voices in the seafood industry and inspire new and enthusiastic leaders.

GENDER MAINSTREAMING
SAGE works with the seafood industry and nonprofits, 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.
The Conch Podcast features interviews with the most inspiring women in the world of seafood. Julie Kuchepatov, founder of SAGE, interviews women striving to succeed in the sector and examines the challenges they face—all while working to improve the environmental and social responsibility of the planet’s most incredible food source: seafood!