



# Gender Inclusion in Agriculture, Aquaculture, and Fisheries in Prince Edward Island, Canada: Results from a Survey

FINAL REPORT

Strategic Policy and Evaluation Division  
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2020

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Fisheries and Communities

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## EXECUTIVE SUMMARY

### BACKGROUND

The Prince Edward Island Department of Agriculture and Land and the Department of Fisheries and Communities have committed to look more closely at how policies and programs affect groups that are traditionally underrepresented in the agriculture, aquaculture and fisheries sector.<sup>1</sup> Furthermore, the Departments have been mandated to support the growth and sustained development of all elements of agriculture, aquaculture and fisheries in PEI to ensure economic and community prosperity and job creation. This report summarizes the results of a public consultation project conducted by the Departments to gather feedback regarding perceptions and experiences of barriers limiting women's participation in the agriculture, aquaculture, and fisheries industries in PEI.<sup>2</sup> The project consisted of a public online survey, and a series of targeted one-on-one interviews with women involved in either the agriculture, aquaculture, or fisheries industries.

### Research Question

The over-arching research question which drove the research project was, 'What are barriers and enablers for increased gender inclusion in the agriculture, aquaculture, and fisheries industries in PEI?'

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<sup>1</sup> Gender, Diversity and Inclusion Plan available at [https://www.princeedwardisland.ca/sites/default/files/publications/af\\_genderdiversityinclusionplan\\_eng.pdf](https://www.princeedwardisland.ca/sites/default/files/publications/af_genderdiversityinclusionplan_eng.pdf)

<sup>2</sup> The project was initially led by the former PEI Department of Agriculture and Fisheries (DAF). The DAF was disestablished and replaced with the Department of Agriculture and Land and the Department of Fisheries and Communities by Executive Order (May 10, 2019, EC2019-306) (Government of PEI, Executive Council, 2019).

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### Methodology and Methods

A booth was set up at Farm Day in the City 2018, and Departmental representatives collected email addresses from event attendees who indicated that they would be willing to complete an online questionnaire on gender inclusion. Agriculture, aquaculture and fisheries industry groups, local non-governmental organizations, and individuals in other PEI government departments were contacted, requesting that they circulate the questionnaire to their networks (See Attachment 1). The questionnaire used for this project consisted primarily of closed questions, adapted from a similar questionnaire used by the Canadian Agricultural Human Resource Council (see Appendix A for the questionnaire).

Contact was made with industry groups to recruit volunteers for a series of industry-specific focus groups. Due to an insufficient amount of focus group volunteers, targeted one-on-one interviews with members of the agriculture, aquaculture and fisheries industries in PEI were completed (see Appendix B for the interview protocol).

### Analysis

Data gathered through key informant interviews and open-ended survey questions was thematically analyzed using Nvivo software. Thematic analysis is generally understood to be a “method for systematically identifying, organizing, and offering insight into patterns of meaning (themes) across a data set” (Braun & Clarke, 2012, p.57). A thematic analysis was chosen as it is a “flexible method that allows the researcher to focus on the data in numerous different ways” (Braun & Clarke, 2012, p.58). In practice, this meant that the data was analyzed as a whole, and then codes or labels were assigned to statements made during individual interviews (see Appendix C for the codes developed during the analysis of the interview data).

## Key Findings

1. The public perception of the extent of gender-based barriers does not align with the lived realities of women working in agriculture, aquaculture and fishing: only one third of survey respondents believe that barriers exist in each of the three industries, yet nearly half of survey respondents indicated that they had witnessed or personally experienced gender bias at work.
2. According to the survey and interviews, the cultural expectation and assumption of women to be primary caregivers has a profound effect on women's ability to participate in the agriculture, aquaculture and fisheries industries. The top three barriers to women's participation identified by survey respondents were pregnancy, gender bias and managing 'traditionally female' tasks such as childcare and housework. Additionally, interview participants identified that childcare was the biggest barrier they had faced in their own careers in these industries.
3. General knowledge and awareness of government responses to barriers for women's participation in agriculture, aquaculture and fishing is low. Nearly two thirds of survey respondents indicated that they were not sure if tools, programs or policies targeting barriers even existed.
4. Increasing information and resources were most often indicated as ways to address barriers to women's participation in agriculture, aquaculture and fisheries. More than half of survey respondents cited that mentorship and networking opportunities, as well as funding programs specifically for women, are necessary to increase women's participation in industry.

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### Recommendations

As a result of the findings contained in this report, the Department of Agriculture and Land and the Department of Fisheries and Communities will consider the following as policy priority areas for gender inclusion in agriculture, aquaculture and fisheries:

- Encouraging opportunities for networking and/or mentorship for women in the agriculture, aquaculture and/or fisheries industries in PEI;
- Funding projects specifically for women in the agriculture, aquaculture and/or fisheries industries in PEI; and
- Continue to develop public policies for gender, diversity and inclusion in the agriculture, aquaculture, and fisheries industries in PEI.

## RÉSUMÉ

### CONTEXTE

Le ministère de l'Agriculture et des Terres et le ministère des Pêches et des Communautés de l'Île-du-Prince-Édouard se sont engagés à examiner de plus près les répercussions de leurs politiques et programmes sur les groupes qui sont traditionnellement sous-représentés dans le secteur de l'agriculture, des pêches et de l'aquaculture<sup>3</sup>. Par ailleurs, les ministères ont pour mandat d'appuyer la croissance et le développement soutenu de tous les aspects de l'agriculture, des pêches et de l'aquaculture à l'Île-du-Prince-Édouard afin de favoriser l'essor économique, la prospérité communautaire et la création d'emploi. Le présent rapport résume les résultats d'un projet de consultation publique mené par les ministères pour récolter des données sur la perception et l'expérience des obstacles qui limitent la participation des femmes aux industries de l'agriculture, de l'aquaculture et des pêches à l'Île-du-Prince-Édouard<sup>4</sup>. Le projet consistait à mener un sondage public en ligne ainsi qu'à réaliser une série d'entrevues individuelles ciblant des femmes travaillant dans l'une des trois industries susmentionnées.

### Question de recherche

Dans son ensemble, le projet de recherche était guidé par la question suivante : quels sont les obstacles et les catalyseurs liés à l'inclusion des genres dans les industries de l'agriculture, des pêches et de l'aquaculture à l'Île-du-Prince-Édouard?

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<sup>3</sup> Plan en matière d'égalité des genres, de diversité et d'inclusion : [https://www.princeedwardisland.ca/sites/default/files/publications/af\\_genderdiversityinclusionplan\\_fr.pdf](https://www.princeedwardisland.ca/sites/default/files/publications/af_genderdiversityinclusionplan_fr.pdf)

<sup>4</sup> Le projet a été entrepris par l'ancien ministère de l'Agriculture et des Pêches de l'Île-du-Prince-Édouard.

## Méthodes et procédé

Des représentants des ministères ont profité de la Journée de la ferme en ville 2018 pour installer un kiosque, où ils ont recueilli les adresses courriel de personnes intéressées à remplir un questionnaire en ligne sur l'inclusion des genres. Le questionnaire a également été envoyé à des groupes des industries ciblées, à des organismes non gouvernementaux locaux et à des représentants d'autres ministères provinciaux afin de le faire circuler dans divers réseaux. Semblable à un autre questionnaire utilisé par le Conseil canadien pour les ressources humaines en agriculture, il comportait surtout des questions fermées. (Voir le questionnaire à l'Annexe A.)

On a ensuite demandé à des groupes industriels de recruter des bénévoles pour former des groupes de discussion ciblant chaque industrie. Compte tenu du nombre insuffisant de bénévoles, il a fallu procéder à des entrevues individuelles avec des intervenants du secteur de l'agriculture, des pêches et de l'aquaculture de l'Île-du-Prince-Édouard. (Voir le protocole d'entrevue à l'Annexe B.)

## Analyse

Les données découlant des questions ouvertes du sondage et des entrevues individuelles ont fait l'objet d'une analyse thématique au moyen du logiciel Nvivo. L'analyse thématique est généralement reconnue comme étant une « méthode permettant d'identifier, d'organiser et d'interpréter la signification des échantillons (thèmes) de façon systématique dans un ensemble de données » (Braun et Clarke, 2012, p. 57). L'analyse thématique a été retenue puisqu'elle constitue une « méthode flexible pour les chercheurs d'examiner les données de nombreuses différentes façons » (Braun et Clarke, 2012, p. 58). En pratique, la méthode a permis d'analyser les données dans leur ensemble avant d'assigner des codes ou des étiquettes aux

déclarations faites pendant les entrevues individuelles. (Voir les codes créés lors de l'analyse des données dérivées des entrevues à l'Annexe C.)

## Principales constatations

5. La perception du public quant à l'ampleur des obstacles liés aux inégalités entre les sexes ne semble pas correspondre aux expériences vécues par les femmes travaillant dans les domaines de l'agriculture, des pêches et de l'aquaculture. Parmi les personnes ayant répondu au sondage, seulement un tiers était d'avis qu'il y avait de telles barrières dans chacune de ces industries, tandis que près de la moitié indiquait avoir été témoin ou victime d'un préjugé sexiste dans le cadre de leur travail.
6. Le sondage et les entrevues révèlent que les attentes culturelles selon lesquelles la femme doit assumer la charge de la famille ont un impact considérable sur la capacité des femmes à participer aux industries de l'agriculture, des pêches et de l'aquaculture. D'après les résultats du sondage, les trois obstacles principaux à la participation des femmes sont la grossesse, les préjugés sexistes et la gestion des tâches traditionnellement « féminines », comme la garde d'enfants et le ménage. En outre, les personnes ayant participé aux entrevues ont cerné la garde d'enfants comme étant l'obstacle le plus important qu'elles ont rencontré dans leur carrière au sein du secteur.
7. En général, les mesures gouvernementales face aux obstacles qui entravent la participation des femmes au secteur de l'agriculture, des pêches et de l'aquaculture sont peu connues. Près de deux tiers des réponses au sondage indiquent que les répondants n'étaient pas au courant d'outils, de politiques ou de programmes existants visant ces obstacles.

8. Augmenter l'information et les ressources était le plus souvent cité comme moyen d'éliminer les obstacles à la participation des femmes dans le secteur de l'agriculture, des pêches et de l'aquaculture. Plus de la moitié des répondants au sondage étaient d'avis que les occasions de réseautage et de mentorat et les programmes de financement destinés aux femmes sont nécessaires pour augmenter le taux de participation des femmes dans le secteur.

## Recommandations

À la lumière des constatations présentées dans le présent rapport, le ministère de l'Agriculture et des Terres et le ministère des Pêches et des Communautés ont élaboré les mesures stratégiques prioritaires suivantes afin d'améliorer l'inclusion des genres dans le secteur de l'agriculture, des pêches et de l'aquaculture à l'Île-du-Prince-Édouard :

- Encourager les possibilités de réseautage et de mentorat pour les femmes.
- Financer des projets destinés aux femmes.
- Poursuivre l'élaboration de politiques axées sur le genre, la diversité et l'inclusion.

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## INTRODUCTION

### Literature

On a global level, the role that gender plays in agriculture, aquaculture and fishing cannot be understated. A substantial amount of research concerning gender and agriculture and fishing centers on the role the two play in international development (Dey de Pryck, 2013; CGIAR, 2017).

### Agriculture

According to the Food and Agriculture Organization (FAO) "agriculture is underperforming because half of its farmers – women – do not have equal access to the resources and opportunities they need to be more productive" (Quisumbing, 1996, p.4). The presence of agriculture among gender studies, and the role that gender has played in the historical and social study of agriculture, is common and well established (Shortall, 2006; Brumfiel and Robin, 2008; Quisumbing et. al., 2014). Academics have long recognized that agriculture is a critical component to understanding a culture (Brandth, 2006; Robin, 2006; Whatmore, 1991; Rhoades, 2005). For instance, the tools used in agricultural production have often been identified as having a predictive quality in terms of the role that women play in a particular society. As Ester Boserup argues "the origin of differences in the role of women in societies lay in the different types of agriculture traditionally practiced across societies. In particular . . . important differences between shifting agriculture and plough agriculture" (Alesina, Guiliano & Nunn, 2011, p.34). Variations on this type of analysis exist, but the resulting argument remains predominant, "men tended to work outside the home in the fields, while women specialized in activities within the home" (Alesina, Guiliano & Nunn, 2011, p.51).

Given that the “division of [agricultural] labor generated norms about the appropriate role of women in society, various reasons could explain [its] persistence: underlying cultural traits may be reinforced by policies, laws, and institutions, which affect the benefits of beliefs about gender inequality” (Alesina, Guiliano & Nunn, 2011, p.51). In response to the persistence of these common ‘norms’ are changes in the way gender relations in agriculture have been conceptualized. These are reflected in changes in approaches to understanding gender relations in agriculture, from the work of Ester Boserup, to Women in Development (WID) and Gender and Development (GAD) approaches, to approaches that recognized the importance of both women and men and the interplay between the two in agriculture; changes in the way gender issues are addressed institutionally, whether through stand-alone approaches, gender mainstreaming, or gender integration; and shifting paradigms in economic analysis of the household, from the unitary to the collective model of the household. (Quisumbing, 1996, p.8)

## AQUACULTURE AND FISHERIES

Women in the aquaculture and fishing industries encounter many of the same barriers as women working in agriculture. Particularly, cultural ideas and traditions that define ‘men’s work’, ‘women’s work’, and place greater value (both socially and financially) on the labour performed by men. According to Marques et. al. (2018, p. 32),

The production in aquaculture is perceived as a male activity, operating on a logic of sexual division of labor. The concept of sexual division of labor explains that the work is divided and hierarchical, that is, that [there] are specific works for men and specific works for women, and that the work done by men is socially and economically more valued. The gender roles of women in aquaculture production are mainly advocated to

three ways or stages of production: fishing, processing and marketing. It is probably due to the gender stereotypes of these tasks, such as cooking and sewing, in which they are mistakenly perceived as female activities, such as fish processing and activities involving sewing and maintenance of fishing nets.

These cultural perceptions regarding women's place in the industry manifest as barriers on multiple levels. Some are formalized; for example, Novaczek et. al. (2009) assert in their study that a serious barrier known to most participants is that membership in the Prince Edward Island Fishermens Association is restricted to core license holders. Since most women do not have the fishing license in their name, but rather in their husband's name, they are not eligible for membership. Said one female fisher, 'If you don't have a core license, we don't have a role. My son fishes, and I've fished twice as many years as he has, but he has more of a say in it than I do because of that core license. That core license gives him the opportunity to speak where my [commercial fishing] license doesn't because I'm just a little part of the fishing, where he's the whole part of fishing'. (p.25)

In this case, the structure of the fishing industry prevents many women from being able to meaningfully participate in management and leadership decisions.

Other barriers are more subtle, involving attitudes and beliefs that impact women's abilities to work in fishing and agriculture. A study by White (2015) of a UK crab fishery found that "Fishermen's daughters have never been expected nor encouraged to work on fishing boats" (p.297). This preference for sons excludes women from the years of informal training and skill development young men gain from working on boats with their fathers, creating a significant barrier to women's later entry into the industry. Additionally, as in agriculture, women in the aquaculture and fishing industries face significant barriers due to their

disproportionate responsibility for childcare and other domestic work (Novaczek et. al., 2009, p.26).

## BACKGROUND

### ADVISORY COUNCIL ON THE STATUS OF WOMEN

The Prince Edward Island Government has legislated the Prince Edward Island Advisory Council on the Status of Women (PEIACSW) via the Advisory Council on the Status of Women Act. The Act also legislates the nomination of a Minister responsible for the status of women (Section 1. [b]). The PEIACSW has been in operation for approximately 30 years, promoting public awareness and providing advisement and assistance to the Minister responsible for the status of women.

### GENDER, DIVERSITY AND INCLUSION PLAN

In 2018, the Department of Agriculture and Fisheries developed a Gender Diversity and Inclusion Initiatives Report and Plan.<sup>5</sup> The report describes the gender, diversity and inclusion activities completed to work towards the priority areas established by the PEI ACSW. The report also establishes an organizational diversity and inclusion plan, complete with targets, responsibilities, and alignment with the Advisory Council's priority areas. One such responsibility is to look more closely at how policies and programs affects underrepresented groups (i.e., the study contained in this report).

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<sup>5</sup> The mandates in the Gender, Diversity and Inclusion Plan are now being implemented by the Department of Agriculture and Land and the Department of Fisheries and Communities.

## AGRICULTURE LABOUR IN PRINCE EDWARD ISLAND

Agriculture, aquaculture and fisheries are major economic sectors in Prince Edward Island. In 2018, PEI's agriculture sector employed 6200 people, representing over 8.1% of the province's workforce (Statistics Canada, 2016). However, the agriculture sector in PEI is facing labour challenges due to a noticeably declining number of new entrants and an aging workforce. Between 2014 and 2017, the total number of employees in the agriculture sector declined by about 5.2%, leaving PEI's agriculture sector with 200 unfilled jobs (which cost the industry C\$4 million in lost sales) (CAHRC, 2014). PEI is projected to experience an increase in the demand for agricultural labour by 0.8% per year between 2014 and 2025. At the same time, the supply of agricultural labour will shrink, increasing the unfilled jobs in this sector to 1,100 by 2025 (CAHRC, 2014). Women, although comprising 48% of the total labour pool, only represent 20% of agriculture employees (CAHRC, 2014). This figure indicates both a potentially underutilized agricultural labour force, as well as the existence of potential barriers that currently prevent women from participating in the agriculture sector in greater numbers.

## TERMINOLOGY

### Gender

"Gender is a social classification based upon the personality traits, qualities, and social roles, responsibilities and relations expected and generally considered acceptable for and among a particular gender. 'Woman', 'man', 'women', 'men', 'trans' and 'non-binary' are some terms that relate to gender. Gender expectations, expressions and relations vary across cultures and across time. Gender expression and gender identity are traditionally expressed across a continuum from masculinity to femininity" (Government of PEI, 2018b, p.4).

## Sex

“Sex is a biological classification of males and females based on differences in reproductive organs, physiology and anatomy, genes and hormones. ‘Male’ and ‘female’ and ‘intersex’ are some terms that relate to sex” (Government of PEI, 2018b, p.4).

## Inclusion

Inclusion is an active process in which individuals, groups, organizations and societies view and approach diversity as a valued resource. Inclusive practices work to systemically foster social equality across multiple dimensions of identity. In an inclusive system, everyone is empowered as a full participant and contributor who feels - and is connected - to the larger collective without having to give up individual uniqueness, cherished identities, or vital qualities (Ferdman, 2014, 2017).

## Gender Inclusion

From an organizational feminist perspective, it is “the degree to which individuals and organizational social groups perceive and experience the work environment as one involving social interactions, cultures, and structures that are supportive of and effectively use the varied identities and values women bring to work in ways that foster their belongingness and ability to leverage their talents to contribute to the organization” (Kossek, et al., 2016, p. 241).

## Diversity

Diversity is embodied in the uniqueness and plurality of the identities of the groups and societies making up humankind. As a source of exchange, innovation and creativity, diversity is as necessary for humankind as biodiversity is for nature. In this sense, diversity is the common heritage of humanity and should be

recognized and affirmed for the benefit of present and future generations (UNESCO Universal Declaration on Cultural Diversity, Article 1).

## Perceptions

A term which has been associated with different meanings since at least the mid-twentieth century (Hochberg, 1956, p. 400). Defined simply as “the expression of many things in one” (Kulstad, 1982, p. 66). The term often expands to include awareness of, memory of, and senses and experiences associated with, a phenomenon or event (Hochberg, 1956, see p. 400, 402). As a process, ‘perception’ can mean the way in which “things, events and relationships become ... ‘here,’ ‘now’ and ‘real’” (Hochberg, 1956, p. 401). This process is shaped by such factors as institutions (Inkeles, 1960, p. 1): institutions and organizations result in the line of thinking that “people have experiences, develop attitudes, and form values in response to the forces or pressures which their environment creates” (Inkeles, 1960, p. 2).

## RESEARCH APPROACH AND METHODOLOGY

### THEORY AND DATA ANALYSIS PROCEDURE

The research project recognized that people construct reality, and therefore their experiences with gender inclusion, differently. Although perceptions and experiences relating to gender are inherently subjective, there are *features* to any lived experience that may be common to all persons who have the experience (Mayoh & Onwuegbuzie, 2013, p. 94). As such, the subjectivity of gender inclusion prompted an overall qualitative approach to the analysis of data; qualitative analysis of data allowed for a detailed and contextualized exploration of gender inclusion. In sum, in recognizing the subjectivity of gender inclusion, the research project was oriented towards understanding gender inclusion, as opposed to developing predictions or causal relationships. To arrive at an understanding of people's experiences and perceptions of gender inclusion in agriculture, aquaculture, and fisheries in PEI, a primarily interpretive-descriptive approach was used to analyze the survey and interview data (see Babones, 2016, pp. 466-467; Morse, 2017, p. 114; Morse, Niehaus, Wolfe, et al., 2006, p. 283). Quantitative data from the survey was analyzed qualitatively by describing patterns, using the data analysis functions of SurveyMonkey and Excel (Cresswell, 2009, p. 149).

### RECRUITMENT OF SURVEY RESPONDENTS AND INTERVIEWEES

To recruit respondents for the online survey, a booth was set up during Farm Day in the City on October 6, 2018. Individuals targeted to complete the survey was inclusive of all genders and other demographic variables. The study population for the survey was considered to be the general public, and as such the recruitment process was inclusive of all genders and other demographic variables.

For the duration of the event, Department staff engaged in discussion about gender inclusion with the public, and collected email addresses from people who indicated that they would be interested in participating in the survey. Those who provided an e-mail address were sent an invitation to complete the questionnaire. A media campaign was also conducted to promote the survey including stories to news outlets<sup>6</sup>, a Twitter campaign, a dedicated page on the Government of Prince Edward Island website, and a targeted email campaign directed at stakeholders (see Attachment 2 for a sample of communication material). The survey opened on December 7, 2018 and closed on February 1, 2019.

Industry organizations and commodity boards were contacted to recruit interview volunteers for the survey and interviews (list of organizations contacted is included in Attachment 1). An email asking for volunteers for interviews was sent to these groups for distribution to their members, and inclusion in group communication platforms such as Facebook pages and newsletters. Department staff who were familiar with producers in the agriculture, aquaculture and fisheries industries were also contacted and asked for the contact information of female workers, who were then contacted directly. Interviews were conducted between March 25 and April 18, 2019.

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<sup>6</sup> Available at <https://www.cbc.ca/news/canada/prince-edward-island/pei-farming-fishing-women-1.4963049>

## RESULTS

### SURVEY

#### Total Response and Demographics

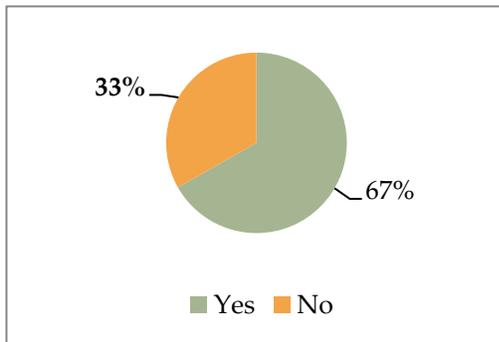


Figure 1. Percentage of survey respondents that have lived in a household where at least one member was actively employed in the agriculture, fisheries or aquaculture industries.

In total, the survey received 286 responses. Sixty-seven per cent of respondents indicated that they have lived in a household in which at least one member of that household was actively employed in the agriculture, aquaculture and/or fisheries industries in PEI (see Fig. 1).

In order to better understand the profile of survey respondents, several voluntary survey questions related to demographic information were included. The average response rate for these demographic questions was 76%. As such, information presented in this section pertains *only* to those people who chose to respond to demographic questions and not

necessarily to the entire survey respondent population. Of those respondents that chose to answer the demographic questions, 70% indicated that they identified as a woman, 25% as a man and two per cent indicated that their gender was not listed (see Fig. 2).

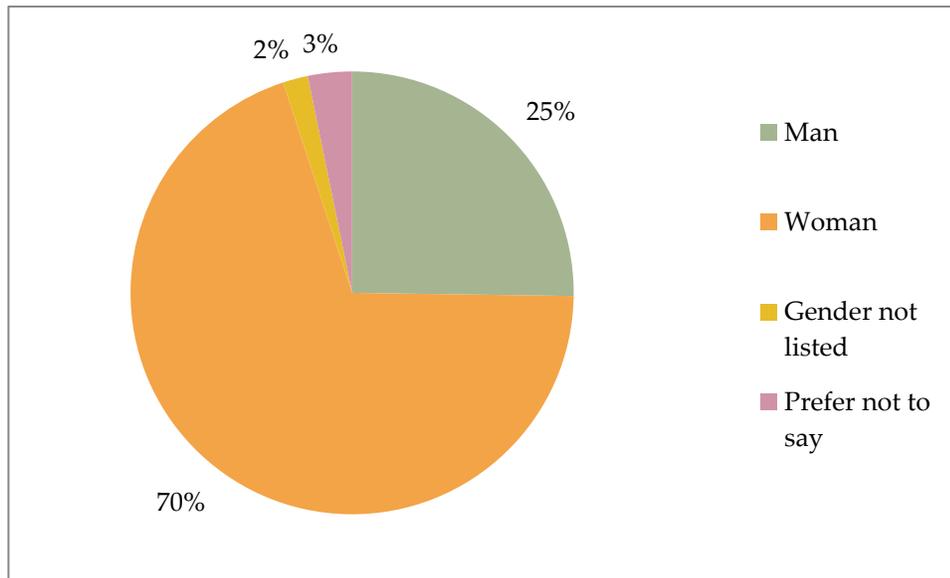


Figure 2. Gender identities of survey respondents.

Survey respondents were asked if they had ever been employed in the agriculture, aquaculture and/or fisheries industries in PEI. Thirty-six per cent of respondents indicated that they have been employed in the agriculture industry, 23% in the fisheries industry and 18% in the aquaculture industry (see Fig. 3). When asked to indicate if they were currently employed in the agriculture, aquaculture and fisheries industries in PEI, 19% of respondents indicated that they were currently employed in the agriculture industry, 10% in the fisheries industry and 13% in the aquaculture industry (see Table 1). Respondents who are currently employed in the agriculture, aquaculture and/or fisheries industries in PEI are primarily employed as an agriculture primary producer, aquaculture grower, fisher, and/or aquaculture or fish processor.

CURRENT EMPLOYMENT	
19%	Currently employed in agriculture
13%	Currently employed in aquaculture
10%	Currently employed in fisheries
PAST EMPLOYMENT	
36%	Have been employed in agriculture
18%	Have been employed in aquaculture
23%	Have been employed in fisheries
HOUSEHOLD	
67%	Have lived in a household where one member was employed in agriculture, aquaculture or fisheries

Table 1 Employment Characteristics of Survey Sample

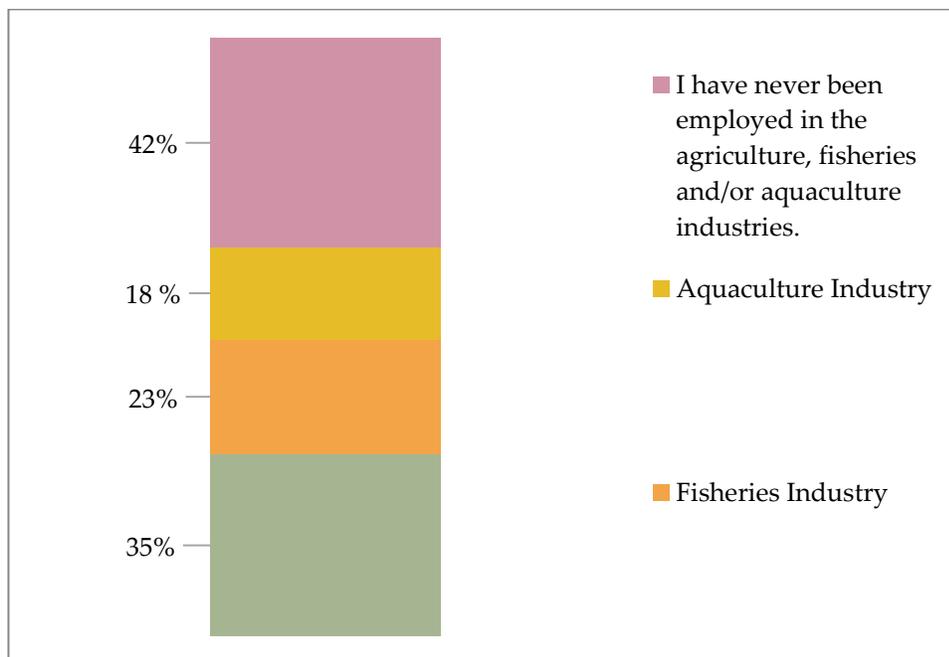


Figure 3. Percentage of survey respondents that have worked in the agriculture, aquaculture or fisheries industries.

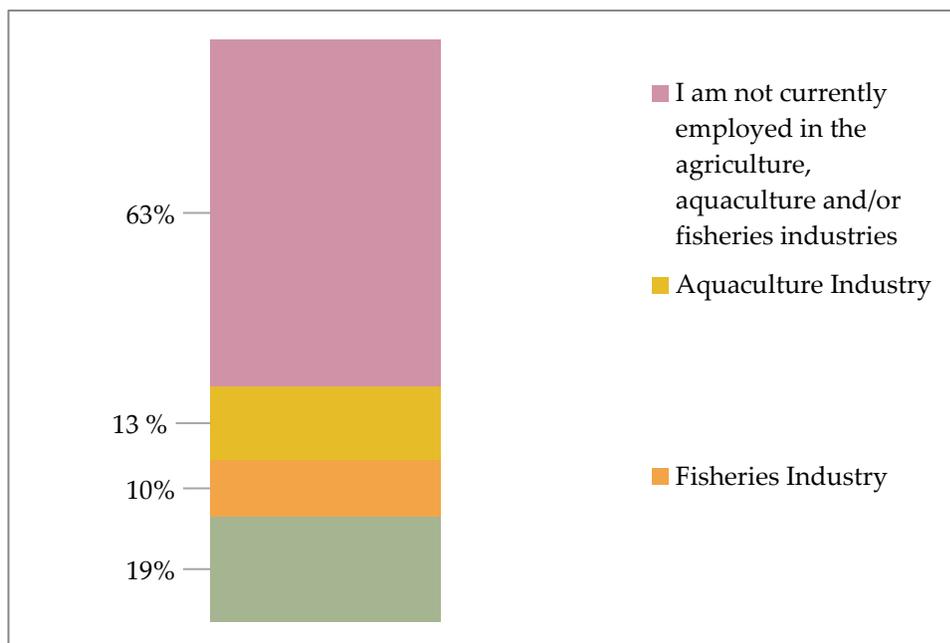


Figure 4. Percentage of survey respondents currently employed in agriculture, aquaculture or fishing.

Seven percent of respondents identified as seniors (aged 65 or older) and nearly 17% identified as youth (aged 29 or under) (see Fig. 5). Seven per cent of respondents indicated that they identify as a person with a disability. Ninety per cent of respondents indicated that English is their first language; 3% indicated that French is their first language and 6% indicated that a language other than English or French is their first language. Additionally, 13% of respondents indicated that they are proficient in languages other than English or French. Nine per cent of respondents indicated that they identify as a member of the Island's Acadian community, 4% indicated that they identify as a member of an Indigenous group, and 7% indicated that they identify as a newcomer to Canada. Finally, 14% of respondents indicated that they identify as part of another underrepresented group (see Fig. 6 and Table 2).<sup>7</sup>

<sup>7</sup> Demographic categories were presented as individual questions with 'Yes', 'No' or 'Prefer not to answer' response options (e.g. 'Do you identify as a member of an Indigenous group?'). This allowed respondents to respond 'Yes' or 'No' to the combination of demographic categories that best represented their identity. The

With regard to interview participants, two were employed in the fisheries industry, one in aquaculture, and one as an agricultural producer. All had been in their positions for at least five years; the agriculture participant had been in their position since 1996, and the two fisheries participants had extensive histories in the industry.

Characteristics of the Survey Sample	
GENDER	
70%	Identify as a woman
25%	Identify as a man
2%	Identify as another gender
LANGUAGE	
90%	English is the first language
3%	French is the first language
6%	First language is not English or French
OTHER	
9%	Acadian
7%	Newcomer to Canada
4%	Indigenous
7%	Identify as having a disability
14%	Part of an underrepresented group

Table 2 Demographic Characteristics of Survey Sample

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survey's demographic questions included: 'Do you identify as a person with a disability?'; 'Do you identify as a member of the Island's Acadian community?'; 'Do you identify as a member of an Indigenous group?'; 'Do you identify as a newcomer to Canada?'; and 'Do you identify as part of another under-represented group?'

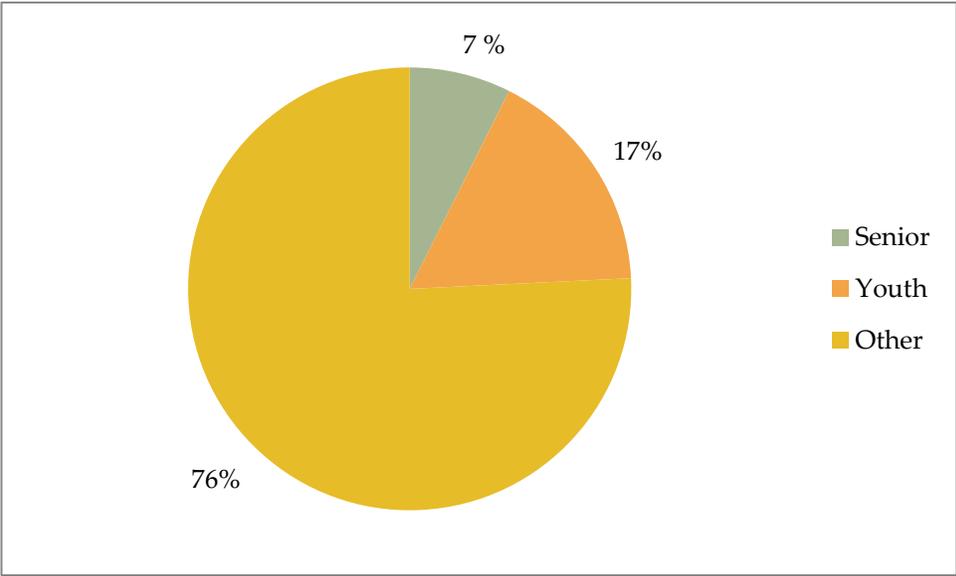


Figure 5. Age categories of survey respondents.

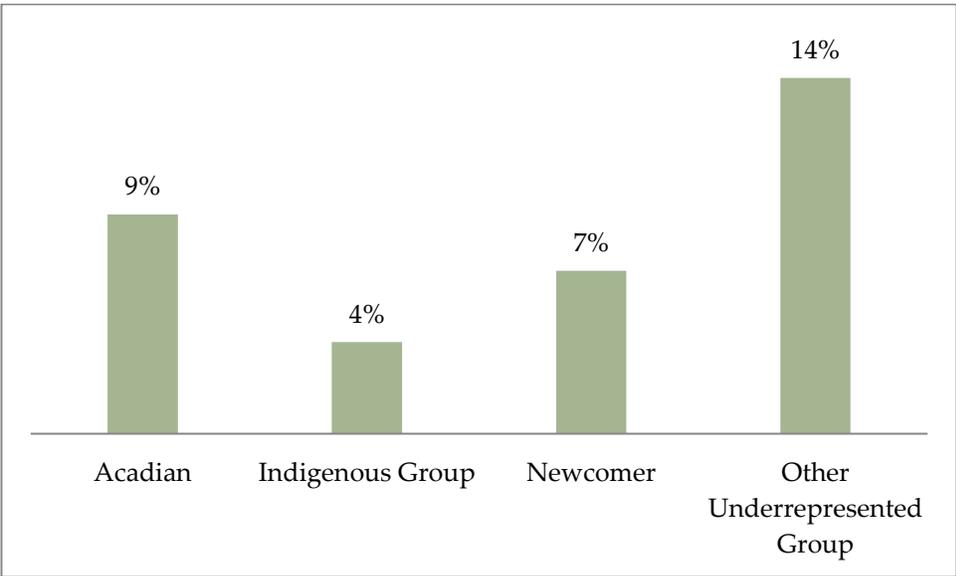


Figure 6. Percentage of survey respondents with specified identities.

Of the four interviewees, all identified as women as well as adults (older than 29 but younger than 65). All had finished high school, and three had completed post-secondary qualifications.

## Existence of Barriers to Women's Participation

To understand survey respondents' perceptions of the existence of unique barriers for women's participation in the agriculture, aquaculture and/or fisheries industries in PEI, survey respondents were asked if they believe that unique barriers exist for women's participation in these industries in PEI.

As shown in Figure 7, 37% of respondents reported that they believed unique barriers for women's participation exist in the *agriculture industry*, 34% reported that they believed unique barriers for women's participation exist in the *fisheries industry* and 26% reported that they believed unique barriers for women's participation exist in the *aquaculture industry* in PEI. Thirty-two per cent of respondents indicated that they *do not* believe that unique barriers to women's participation exist in the agriculture, aquaculture and fisheries industries while 30% of respondents indicated that they were *unsure* whether such barriers exist. Over half of male respondents did not believe unique barriers existed, while 18% of female respondents did not believe unique barriers existed. The percentage of female respondents who believed that barriers exist to women's participation in agriculture, aquaculture and fishing was double the percentage of male respondents (see Figure 8).

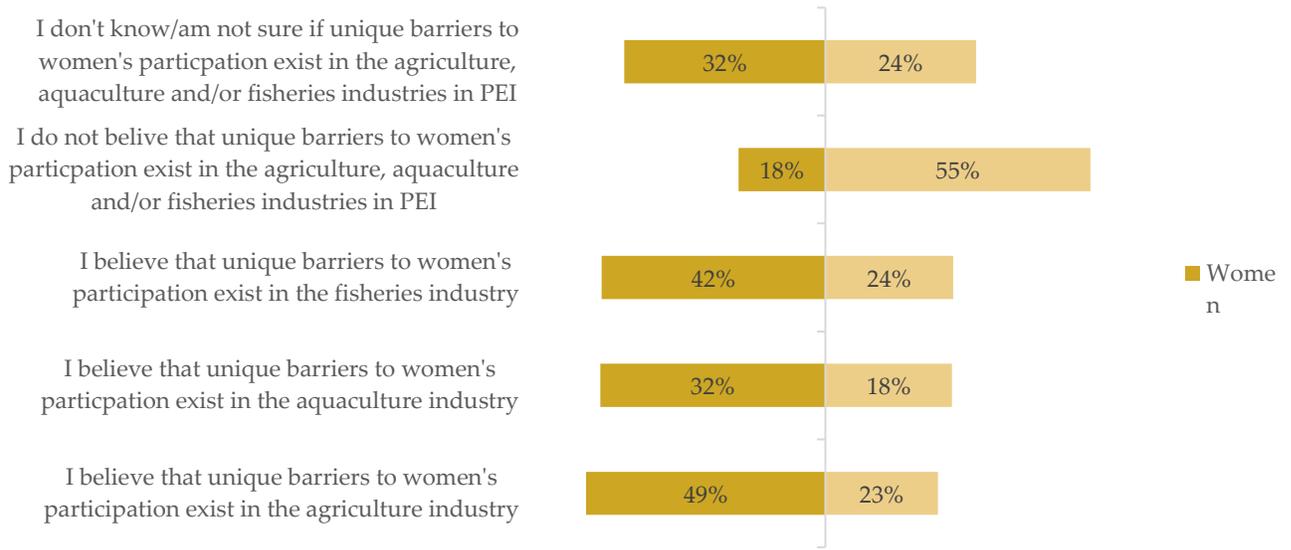


Figure 7. Women and men survey respondents' beliefs regarding the existence of barriers to women's participation in the agriculture, aquaculture and fisheries industries (percentage of answers indicating agreement with statement).

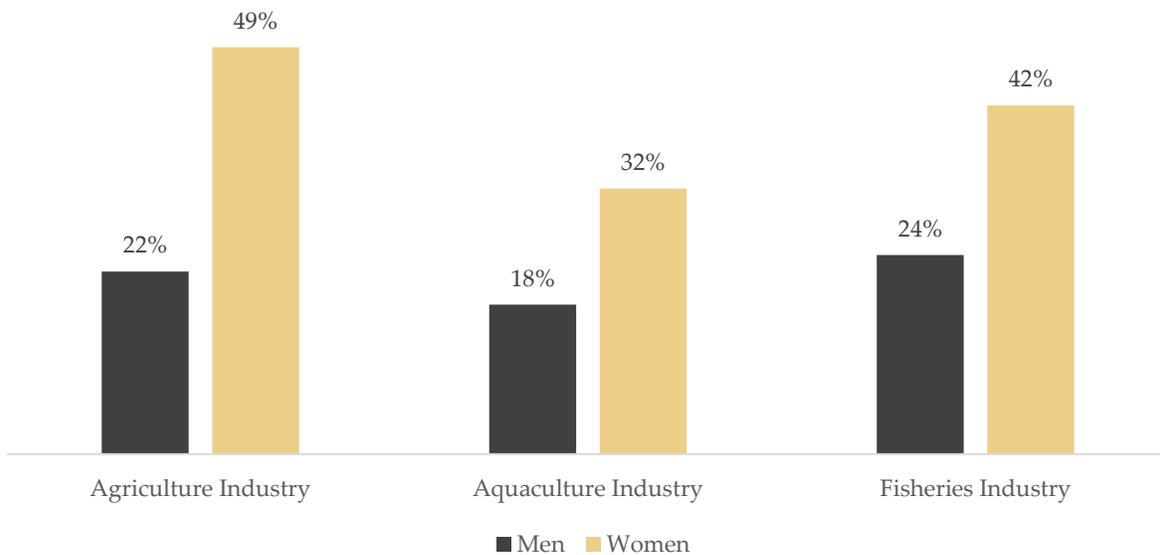


Figure 8. Percentage of survey respondents that believe barriers exist to women's participation in the agriculture, aquaculture and fisheries industry in PEI, by gender.

In order to have a better understanding of survey respondents' attitudes and opinions with respect to opportunities for women's participation in the agriculture, aquaculture and/or fisheries

industries in PEI, respondents were asked to indicate how much they agreed with the following statement:

There are no issues with the level of opportunity for women's participation in the agriculture, aquaculture and/or fisheries sectors in PEI.

Over 50% of all respondents indicated that they strongly disagreed, disagreed, or somewhat disagreed for all three agriculture, aquaculture and fisheries industries (see Fig. 9).

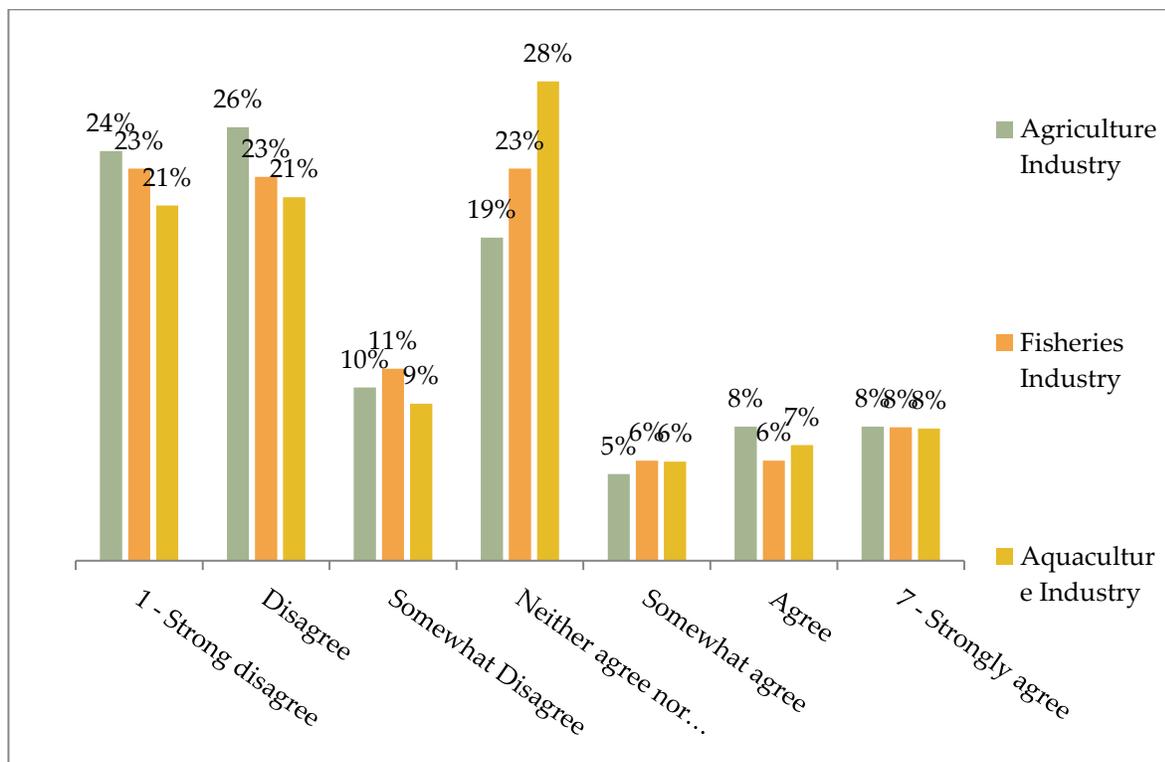


Figure 9. Survey respondents' level of agreement with the statement, "There are no issues with the level of opportunity for women's participation in the agriculture, aquaculture and/or fisheries industries in PEI".

## Types of Barriers

In order to gain a better understanding of the types of barriers to participation in the agriculture, aquaculture and fisheries industries in PEI that women may encounter, survey respondents were provided a list of 19 barriers which had previously been identified in the Canadian Agricultural Human Resource Council's

2018 report *Supporting the Advancement of Women in Agriculture: Needs Assessment*. Respondents were then asked whether they believed that any of those are unique barriers to women's participation in the agriculture, aquaculture and/or fisheries industries in PEI.

Over 50% of respondents indicated that pregnancy, gender bias and managing 'traditionally female' tasks such as childcare or housework were unique barriers to women's participation in the agriculture, aquaculture and/or fisheries industries in PEI. Over 40% of respondents indicated that they believed that breaking into the 'old boys' club' and few role models who are women were unique barriers to women's participation in the agriculture, aquaculture and/or fisheries industries in PEI. Additionally, at least 35% of respondents indicated that they believe balancing career and family responsibilities, worry about how maternity leave might impact career, lack of maternity leave, facing double standards and an assumed lack of competence or ability by male bosses or coworkers to be unique barriers to women's participation in the agriculture, aquaculture and fisheries industries in PEI (See Fig. 10).

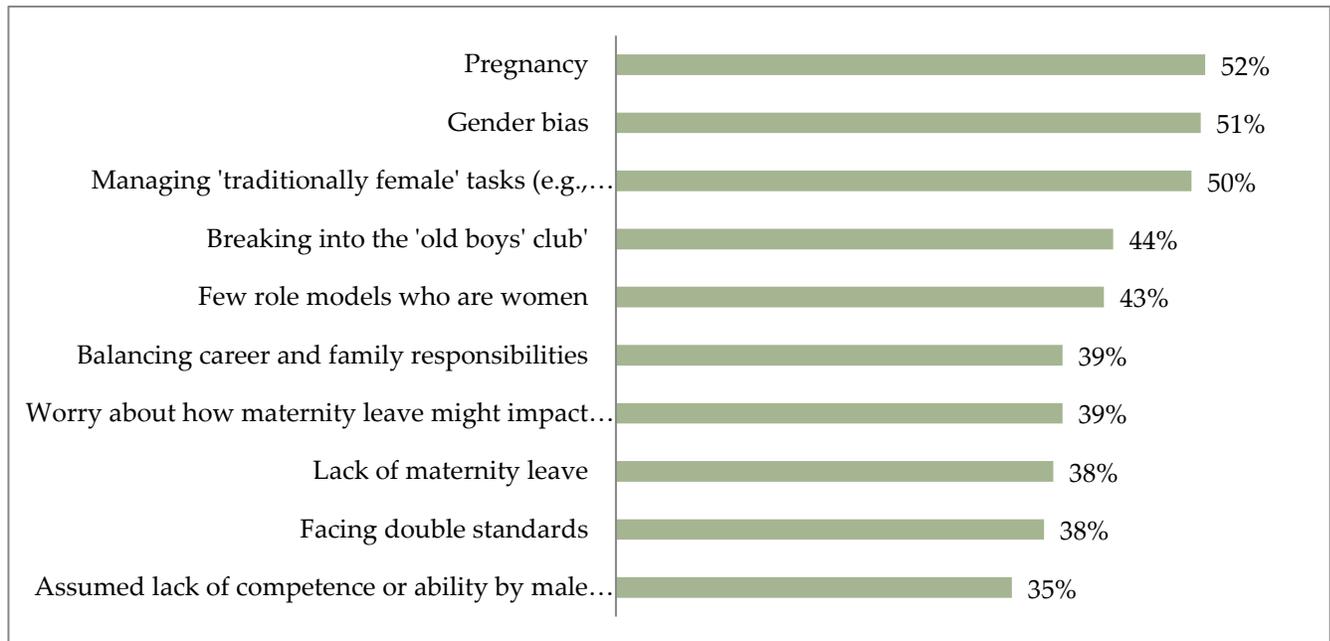


Figure 10. Survey respondents who answered yes to the question, "Do you believe that any of the following are unique barriers to women's participation in the agriculture, fisheries or aquaculture industries in PEI?".

### Lived experiences: Barriers witnessed and experienced

In order to better understand survey respondents' lived experiences<sup>8</sup> with respect to gender inclusion, respondents were asked to identify any barriers to women's participation in the agriculture, fisheries or aquaculture industries that they had *witnessed and/or personally experienced*. Fifty per cent of survey respondents indicated that they had either witnessed or personally experienced managing 'traditionally female' tasks such as childcare or housework as a barrier to women's participation in the agriculture, aquaculture and fisheries industries in PEI. Forty-one per cent of respondents indicated that they had witnessed or personally experienced gender bias as a barrier to participation in these industries. Other unique barriers

<sup>8</sup> Lived experience can be defined as "the experience we acquire in the temporal flow of our daily lives; it is immediate, continuous and, to some extent, pre-reflexive, in the sense that it generally precedes any explicit act of reflection" (Thompson, 1995, p. 227). It involves perceptions of direct and first-hand experiences in everyday contexts.

either witnessed or personally experienced by survey respondents included: pregnancy (39%), balancing career and family responsibilities (37%), earning income outside the industry to help support the household (36%), and few role models who are women (34%) (see Fig. 11).

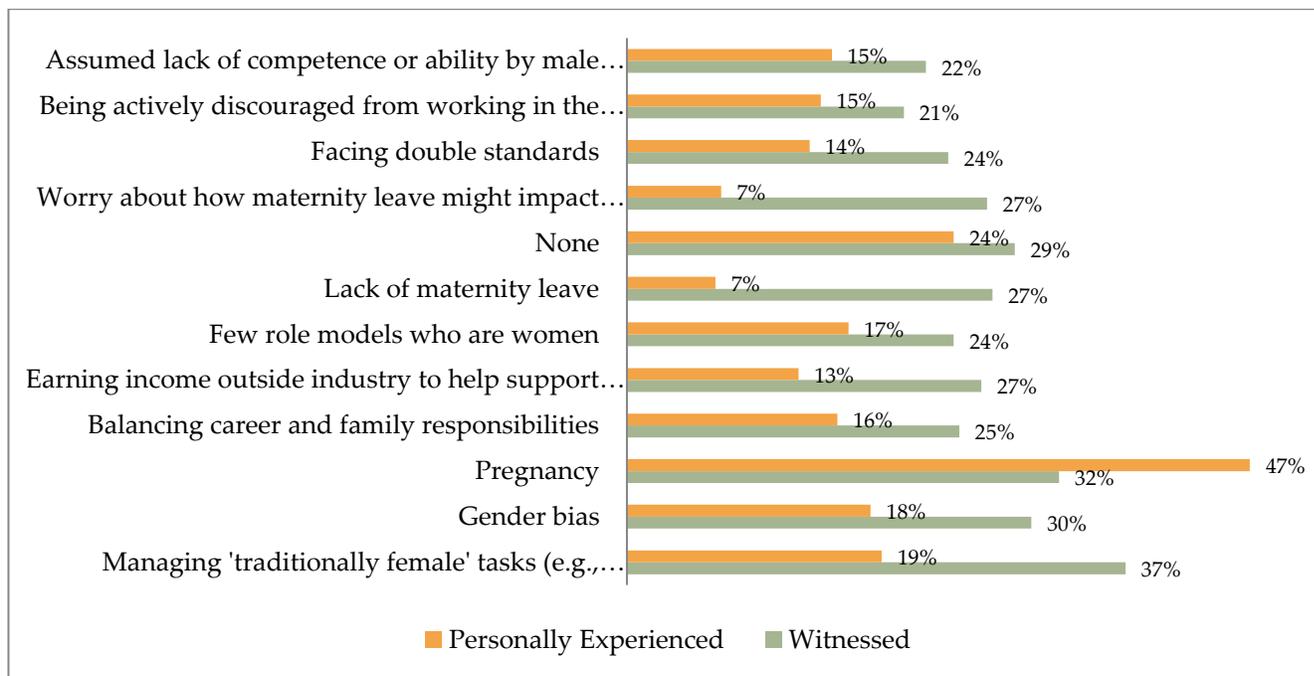


Figure 11. Survey respondents who answered yes to the question, “Have you ever witnessed or personally experienced any of the following as unique barriers to women’s participation in the agriculture, aquaculture and fisheries industries in PEI”.

Survey respondents were asked to rate how much they agree or disagree with the following statement:

There is a need for tools, programming and/or policies designed to address the unique barriers to women’s participation in the agriculture, aquaculture and fisheries industries in PEI.

At least 65% of respondents indicated that they strongly agreed, agreed, or moderately agreed with the statement above for all three agriculture, aquaculture and fisheries industries. Given the high level of agreement with this question, it suggests that there is a perception among respondents that unique barriers do exist for

women's participation in the agriculture, aquaculture and fisheries industries and that related tools, programming and/or policies designed to address this issue are indeed required.

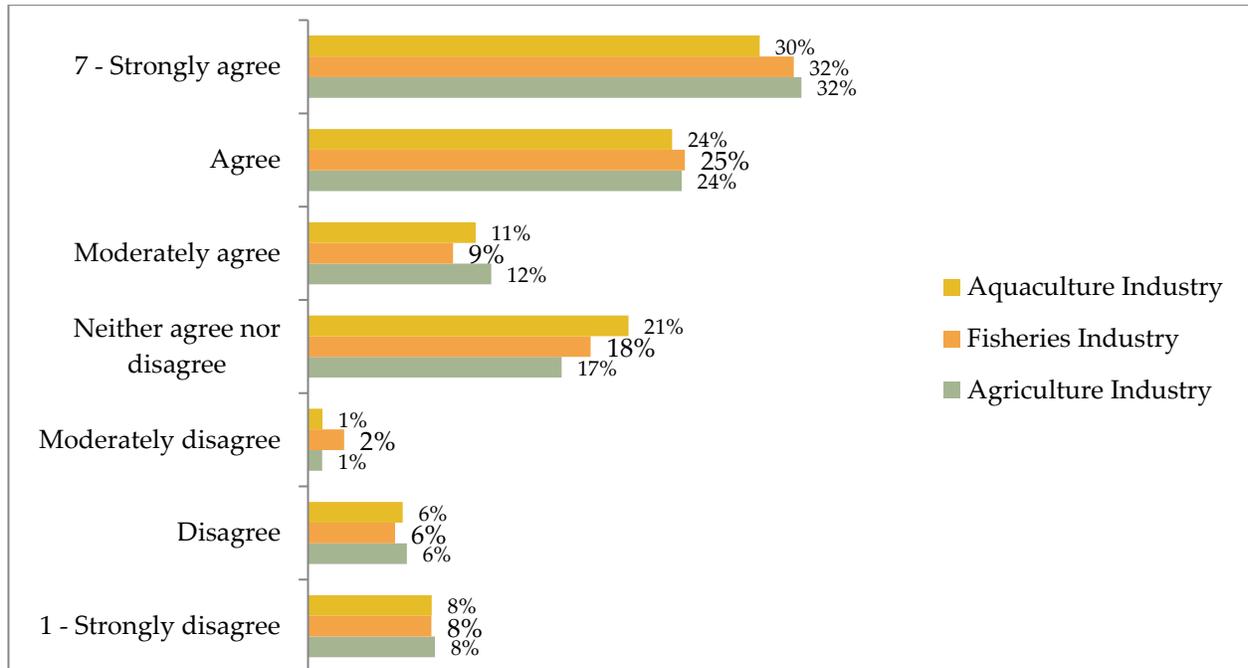


Figure 12. Level of survey respondent agreement to the statement, "There is a need for tools, programming and/or policies designed to address the unique barriers to women's participation in the agriculture, aquaculture and fisheries industries in PEI".

When survey respondents were asked if they believe that tools, programming and/or policies exist to address the unique barriers to women's participation in the agriculture, aquaculture and fisheries industries in PEI, 62% of respondents indicated that they did not know or were not sure if these types of tools, programming and/or policies existed. Thirty-one per cent of respondents indicated that they did not believe that tools, programming and/or policies exist to address these unique barriers. Eleven per cent of respondents believe that these types of tools, programming and/or policies to address the unique barriers to women's participation do exist for the agriculture industry; 8% believed they existed for the fisheries industry, and 8% believed they existed for the aquaculture industry (see Fig. 13). Figure 14 presents the number of male and female respondents that

believe, do not believe, and are not sure that unique barriers exist for women in industry.

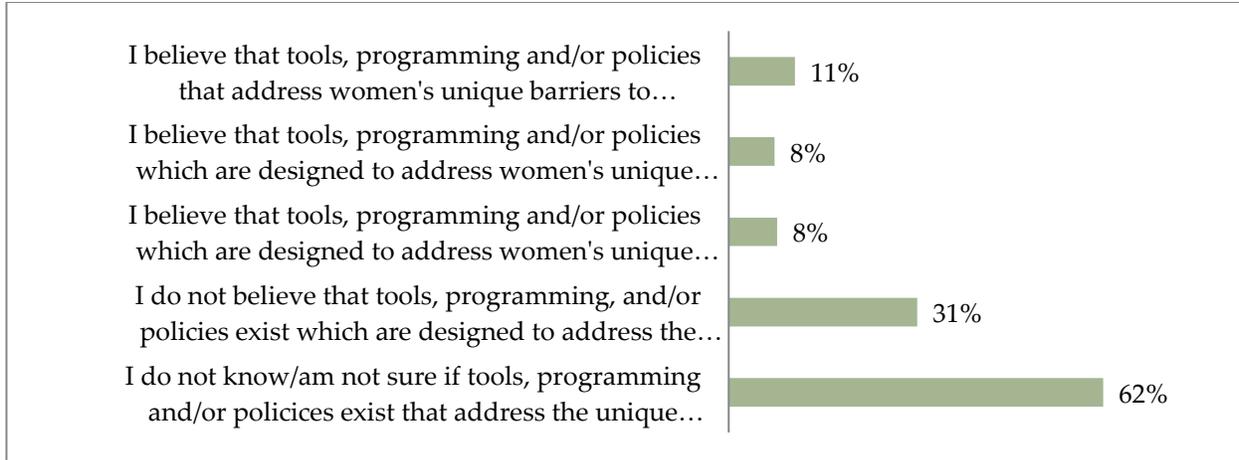


Figure 13. Survey respondents who answered yes to the question “Do you believe that tools, programming and/or policies exist to address the unique barriers to women's participation in the following industries in PEI?”.

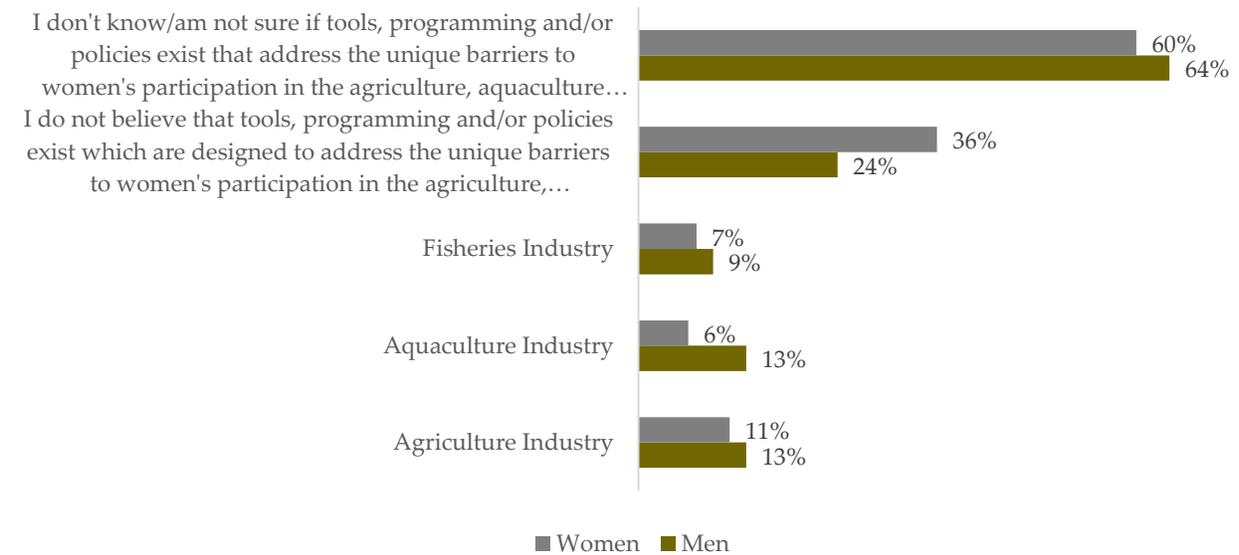


Figure 14. Percentage of responses by gender to the question “Do you believe that tools, programming and/or policies exist to address the unique barriers to women's participation in the following industries in PEI?”

Survey respondents were asked to indicate their level of agreement with the following statement:

The tools, programming and/or policies that are currently in place are effectively addressing the unique barriers to women's participation in the agriculture, aquaculture and fisheries industries in PEI.

Less than 19% of respondents indicated that they strongly agree, moderately agree or agree with this statement (see Fig. 15). This suggests that there is a perception among respondents that unique barriers do exist for women's participation in the agriculture, aquaculture and fisheries industries and that tools and programs that do exist which are designed to address this issue are not effective.

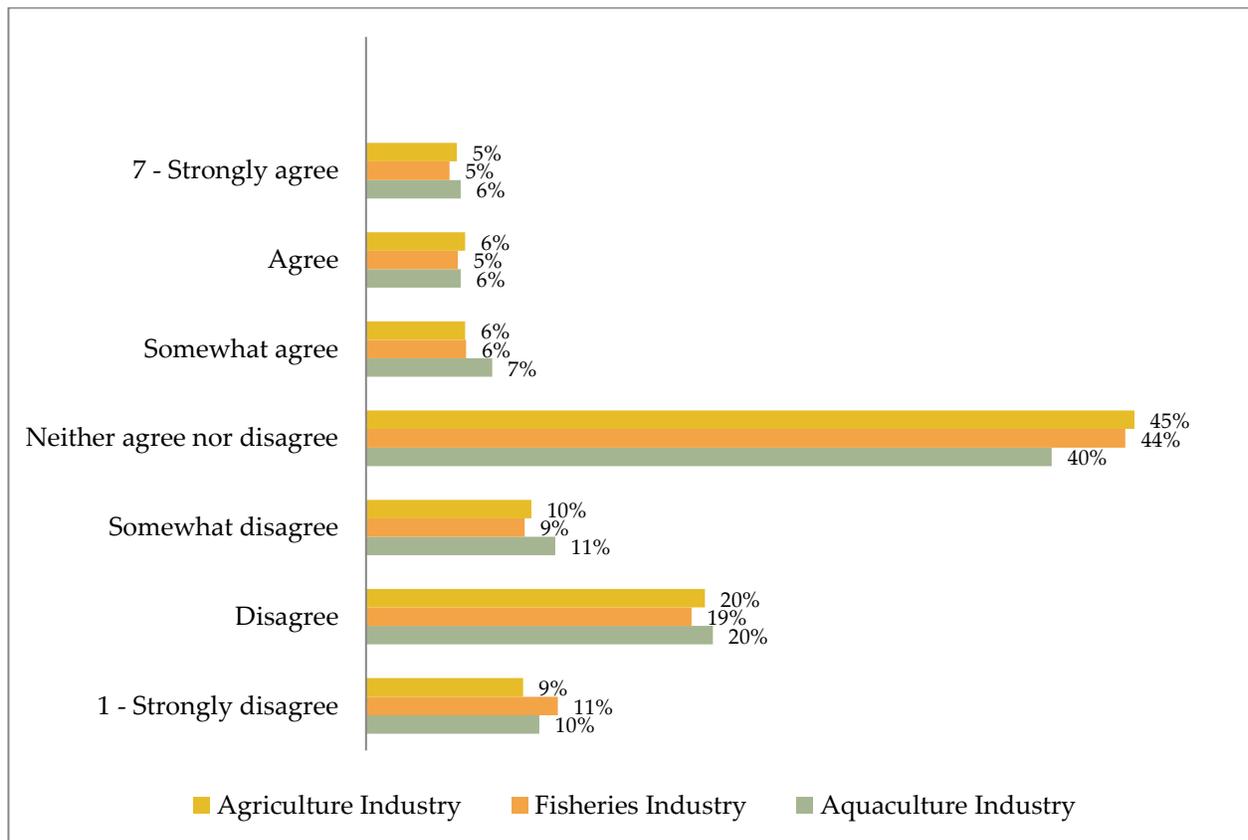


Figure 15. Level of survey respondent agreement with the statement, "The tools, programming and/or policies that are currently in place are effectively addressing the unique barriers to women's participation in agriculture, fishing and/or aquaculture".

Finally, survey respondents were asked to indicate what types of tools, programs or policies they believe would help to address the

unique barriers to women's participation in the agriculture, aquaculture and fisheries industries in PEI. Sixty-one per cent of respondents indicated that mentorship opportunities would help to address the unique barriers to women's participation in the agriculture, aquaculture and fisheries industries in PEI. Fifty-eight per cent of respondents believe that funding programs specifically for women in the agriculture, aquaculture and fisheries sectors in PEI would help to address the unique barriers they may face in these industries. Additionally, respondents indicated that in-person networking opportunities (52%), and policies related to gender, diversity and inclusion (49%) would help to address the unique barriers to women's participation in the agriculture, aquaculture and fisheries industries in PEI (see Fig. 16).

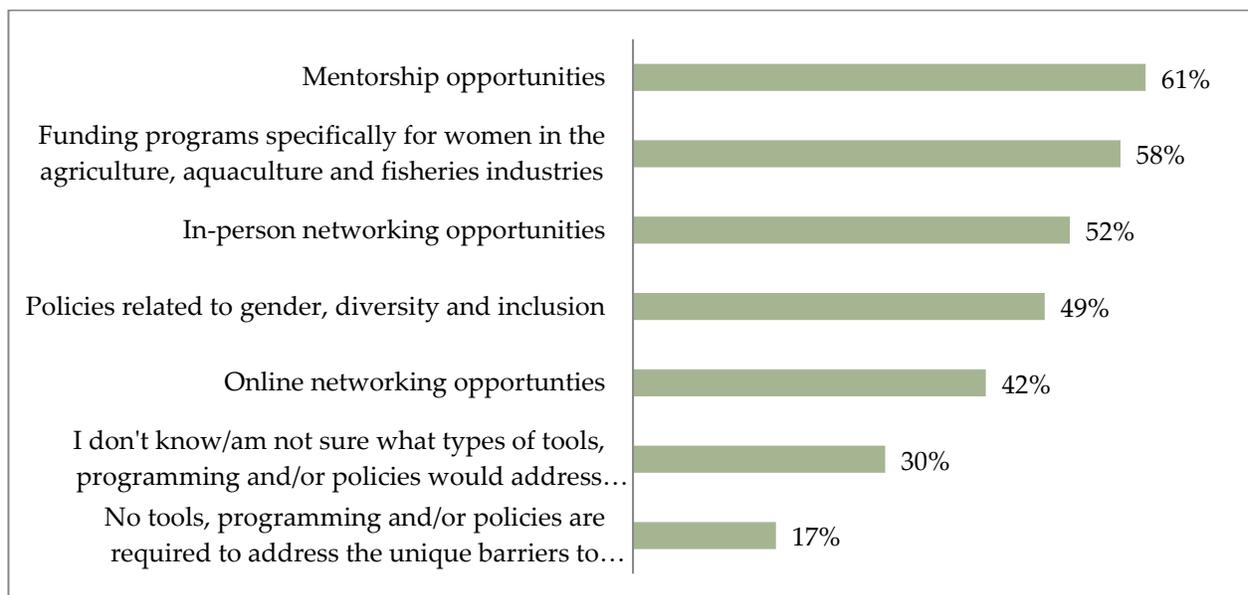


Figure 16. Percentage of survey respondents that believe the interventions described in the question would help address barriers to women's participation in agriculture, fishing and aquaculture.

Respondents were provided opportunities to provide written answers to open-ended questions throughout the survey. The majority of comments suggested additional areas or specific interventions that they felt would help address women's barriers

to participation in agriculture, fishing and aquaculture. These comments include:

- “Career fairs offering face-to-face interaction with female representatives of these industry to potential female employee applicants.”
- “Teach skills at grade school levels and up since fisheries is so important to the island”
- “More and cheaper childcare options are needed.”
- “I think it's really important to develop tools and resources that are specific to the realities of women's lives. I've noticed over the years that conferences and workshops on women in farming tend to gloss over the complexities of women's lives and focus on individual strategies rather than focusing on structural or systemic change. There is definitely a 'pull yourself up by the bootstraps' mentality in farming. A good place to start would be to introduce gender and diversity requirement for sector councils and farming agencies, boards, and commissions. These ABCs need clear goals and timelines related to gender and diversity inclusion. They also need policies that support women's participation - childcare support, travel support. accessible meeting times and places. Etc.”

The online survey contained questions that included the option for respondents to include comments. Survey respondents provided 142 comments<sup>9</sup>. These comments were analyzed using

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<sup>9</sup> The total of 142 comments here refers to the total number of times a written response was submitted through the online questionnaire. Comment length ranged from a few words to several paragraphs, and each self-contained entry was counted as one comment. This number is not indicative of 142 unique respondents providing comments, as each respondent had the opportunity to submit more than one comment as they progressed through the online questionnaire.

an inductive coding process, which allowed categories and themes to emerge from the data without imposing a preconceived code framework (Thomas, 2006, p.238). The data was coded using NVivo software and analyzed thematically using phrase counts. Eleven themes were identified in the data, and are summarized below (see Fig.17).

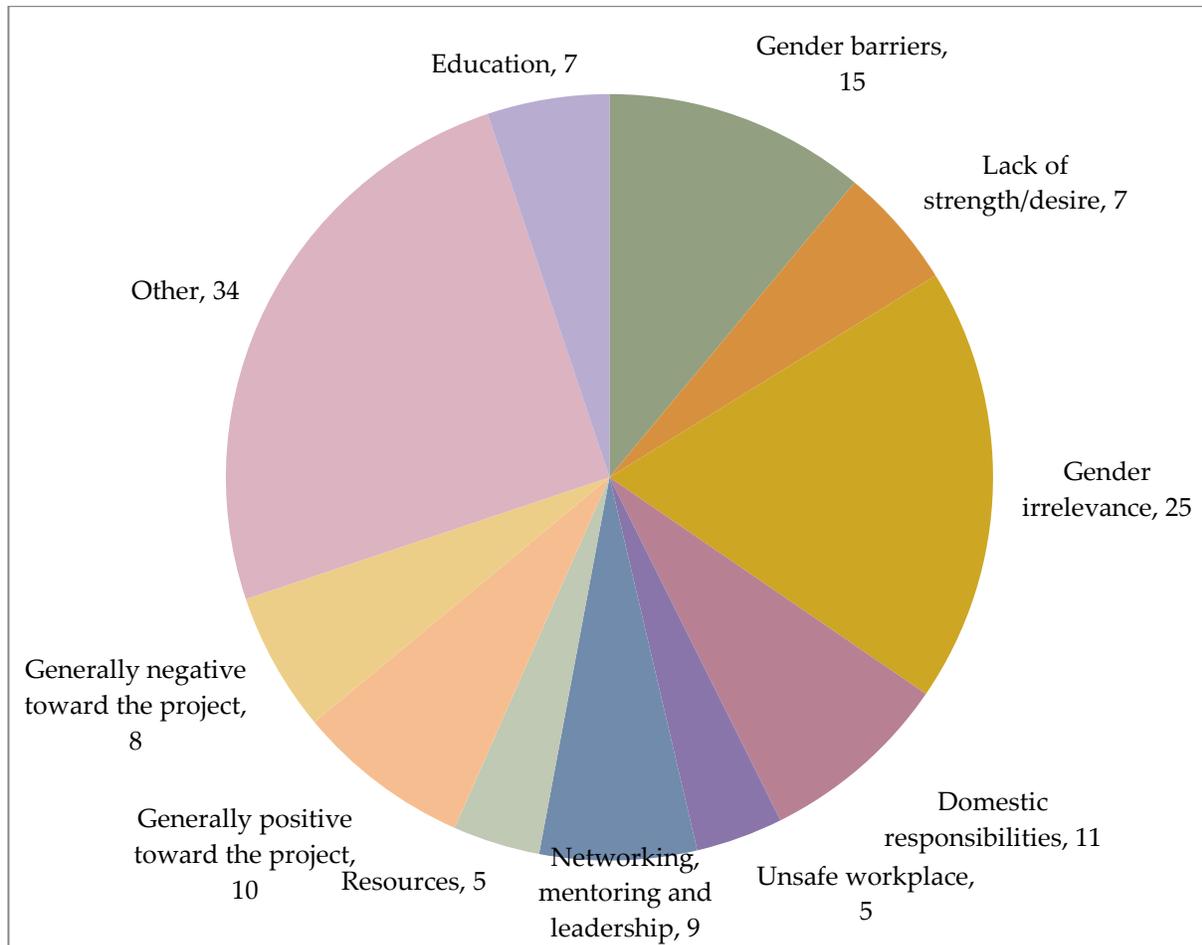


Figure 17. Number of open-ended question responses organized by qualitative theme.

### Gender barriers

Gender barriers emerged as a theme from a variety of responses that identified barriers for women's participation in agriculture, aquaculture and fisheries. Some respondents addressed a

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general belief that women's labour was not adequately recognized. One respondent indicated that "traditionally women's work in farming and fishing has not been adequately recognized or rewarded" and another indicated that "Inability to listen to, or value the experience of, women" was a barrier to their participation. Several respondents spoke to societal or industry attitudes or perceptions of women in agriculture, aquaculture and fisheries. One respondent believed that there needed to be a "... change [of] mindsets - cultural expectations and family support to inherit farms and or fishing opportunities - if women in the family are always excluded they will not have the opportunity to be successful in the industry later." Another respondent reported that

Overall, I've found people to be very encouraging of my participation as a young woman in agriculture. However, even men who have been encouraging have also expressed sexist attitudes about women in general. For example, men constantly address my husband and not me during farming discussions although my husband is not a partner on the farm. This subtle form of discrimination is just a tiny example of the exhausting realities of farming as a woman. As a young woman in farming, I've also experienced more overt forms of discrimination. I've also had other male farmers (my peers) comment on my body and relationships going so far as to say it would be great to see me topless. More than 10 years since that comment was made, it's still embarrassing to me. During a conversation about a shared supplier, one male farmer suggested I received good customer service because the supplier was single. The underlying message that comment sent was 'you're not our equal, you'll never be one of us', which is extremely isolating.

These responses reflect cultural biases that impact women's ability to enter these industries to begin with, and once working, continue to cast women as outsiders.

Finally, there were several comments regarding wage gaps between men and women in the agriculture, aquaculture and fisheries industries, particularly in processing: "It would appear that women are involved in each industry at the basic "processing" level (processing plants) and are rarely earning higher wages in other roles within these fields, where men are typically involved in earning higher amounts of annual earnings."

### Lack of strength/desire

The theme of lack of strength and/or desire, in and of itself, speaks to the cultural biases experienced by women that were referred to in the previous theme (i.e., gender barriers). Responses in this theme expressed the idea that women were not physically capable of performing the work required in agriculture, fishing or aquaculture, or that women did not have a desire to enter those fields. This theme included comments that reflected respondents' own beliefs, as well as respondents who thought this mentality was a barrier to women's participation in industry.

Nearly every comment in this theme stated that the physical strength and stamina required to work in these industries would be a problem for most women, and would be an obstacle for employment. For example, one respondent indicated that

Women are physically weaker on average. This is especially true of upper body strength which is important for some jobs in these industries (such as working on a lobster boat). In my experience, women are also actively discouraged from lifting. If there is significant lifting to be done, in a fish plant for instance, and there's a man around, the man does it even if he's half crippled. This is good and bad for women. The good is that they are less likely to have strenuous tasks than their male counterparts; the bad is that it robs women (in a condescending way) of their choice to partake in strenuous tasks, being part of a larger gender norm that discourages women from doing physically

strenuous work at least in certain industries, therefore limiting their employment options. On the other hand, because women are not as physically strong as men, on average, women, on average, will find jobs in fishing and agriculture that require significant strength more difficult than men. So there are two additional barriers to those that I've checked above, one biological, the other cultural. These barriers are linked and possibly a more complex problem if the goal is to get more women doing hard labour in the agriculture and fisheries industries in PEI.

## Gender is irrelevant

The theme 'gender is irrelevant' is related to the previous theme in that it emerged from cultural beliefs and opinions regarding women in agriculture, fishing and aquaculture, in this case with regard to whether there are barriers to women's participation at all. This theme includes any comment that claimed that there are no barriers unique to women, that barriers can be overcome if women work hard enough, and that work in these industries is challenging for anyone regardless of gender. Comments included:

- "I believe that women who absolutely want to work in the fisheries industry have the ability to do so. I believe the only barrier here is ambition and the lack of confidence."
- "I think it's hard for anybody young or old or male or female or other gender ... to get started in aquaculture."
- "It's sad that in this day and age a survey like this exists. Hire the brightest and best and pay them accordingly...simple as that. If it happens to be a man, so be it. A woman, that's great too. Let's leave gender out of it."

There were several comments in this theme that indicated that not only were programs or tools aimed at women not necessary, but unfair as well. For example, one respondent stated that

I think it does not matter your gender if you are dedicated and take the time to get training on your own you have proven your ability play the game. No-one who doesn't do the leg work deserves a free ride. You need to work your way up.

Several comments in this theme came from respondents who identified themselves as women working in agriculture, fishing or aquaculture. An example of such a response is:

I am a woman in the ag industry for my whole life. The only barriers I see are not placed by social expectations, but are personal choices. There is room for all women to enter in this field if they choose to get their hands dirty and don't mind the punishing hours. If a woman is physically strong, it's also helpful, but this is not due to gender bias. It is due to the work generally (but not always) involving heavy lifting. This opportunity is equally present in all gendered workers.

## Domestic responsibilities

Domestic responsibilities emerged as a distinct theme because it was the most frequently mentioned barrier to women's participation in agriculture, fishing and aquaculture. Responses touched on several aspects of childcare and other domestic responsibilities as barriers that particularly impacts women:

- Domestic responsibilities impacting career progression- "gaps in work due to child rearing, compassion leave ( taking care of older parents and other family members), sandwich generation, can cause an over all lower wage, lose of promotion or available jobs as well as a an unreliable view by employers."

- Childcare preventing industry entry- "I was brought up fishing and loved every bit of it. However I never had the chance to actually be employed due to having kids and nobody around for childcare."
- Cultural expectations placing women in domestic roles- "I think that there is currently a lack of women in these areas due to past feelings that these are jobs for men. Slowly this is changing with newer generations however, due to costs to start out and the fact that women still take the majority of the household responsibility (raising kids, cooking, cleaning etc) women will not be able be at the same level as men. You will never achieve an equal balance. Farming requires a support system and that usually means that women as the support is domestic in nature. How do you remove those barriers?"

## Unsafe workplace

The theme of 'unsafe workplace' emerged from responses indicating that sexual violence and harassment, as well as gender-based mistreatment, were factors that discouraged women from participating in the agriculture, fishing and aquaculture industries. A perceived lack of response from police and government, as well as a general culture of acceptance of sexual harassment were referenced. Comments included:

- "Sexual harassment and lack of support to overcome sexual harassment in the workplace/industry."
- "People need to stop harming women and acting as though that is an acceptable thing to do. Abuse and bullying is far too normalized and tolerated. Women are people, full stop. Address where this isn't accepted as truth and you have addressed this entire problem."
- "Mainly safety in the industry, women being raped and assaulted on the job when no one or every one is watching."

### Recommendation: Education

The theme of education, and the three themes that follow, emerged mostly from questions 11 ('What kinds of tools, programs or policies do you believe would help address the unique barriers to women's participation in the agriculture, aquaculture or fisheries industries in PEI?') and 15 ('Do you have any other comments or feedback you would like to provide in relation to the unique barriers to women's participation in the agriculture, aquaculture and fisheries industries in PEI?'). The responses in this theme suggest that improving or creating opportunities for education and training for women would help increase their participation in industry.

- "Training opportunities for women as operators of equipment. They may have not had access to training as teens/ young adults but now as adults seek work in these fields however they lack the confidence as equipment operators."
- "Additional educational workshops directed at women."

Education was also suggested as important for institutions that work with women in these industries ("Begin with the education system and sensitize financial institutions as well as program managers"), as well as male colleagues and employers ("Education for men regarding the status of women as complete and normal human beings. Education for employers addressing their own inherent bias and how to address bias").

### Recommendation: Networking, mentoring and leadership

Networking, mentoring and leadership was the largest category of suggestions for improving women's participation in agriculture, fishing and aquaculture. Networking and mentoring were indicated as tools that would be beneficial in encouraging women to enter industry (e.g., "Networking would be beneficial to encourage and build confidence for women to become more

involved" and "Career fairs offering face-to-face interaction with female representatives of these industry to potential female employee applicants"). Providing opportunities for women to be in leadership positions was specifically mentioned as being important to improving women's participation in industry (e.g., "More inclusion and seeking of women on Provincial Agriculture, aquaculture and fisheries Boards. Lead by example" and "Incentives or even quotas leading to increased gender representation or parity and diversity on boards and decision-making bodies in these industries").

### Recommendation: Resources

The theme of 'resources' emerged around respondents' comments that women needed more resources to be able to fully participate in agriculture, fishing and aquaculture. The comments addressed:

- Financial resources- "Financial supports. I believe there are gender issues for first time loans for women."
- Assets- "Women need to be given space and support to make real livings in the fishing and agriculture industries. That means owning land, owning a boat and licence [sic], having opportunities to be owners and partners in companies, etc. Not simply provide labour in the fish plants and on farms."
- Supports for new female entrants to industry- "There needs to be practical support for women who want to enter this lifestyle/career beyond being 'born' into it. Ongoing education / financial opportunities need to be well advertised in order to make them accessible to multiple people including women."

Some responses communicated a positive attitude or opinion regarding the survey itself, the provincial government's involvement with the survey, and generally positive responses regarding women in agriculture, fishing or aquaculture.

- “personally, with animals, I feel women are great and would hire for these jobs for sure!”
- “This strategy is critically important given the labour shortage challenges that are on the horizon.”
- “Glad to see a survey looking at this issue. A more in depth study into how to address the barriers and action items planning to address it would be a great outcome to see on this.”

Some responses expressed a negative attitude or opinion regarding the survey itself, the Department or Government's involvement with the survey.

- “Waste of time and money use the resources better.”
- “This survey is scewed [sic] unevenly towards providing problematic options which favour providing advantages to females to be employed in the targeted sectors. Not scientifically valid output can be expected.”

## INTERVIEWS

Interview data was analyzed using inductive coding to discover similarities and differences between participants' experiences, and to glean any agreement between their responses and those obtained from survey respondents.

### Entry to industry

Three of the four participants entered their respective industries through their spouses' existing employment. The agricultural producer joined her husband in taking over his family farm, and both fisheries workers entered the industry as hands in their husbands' fleets. According to one participant, "I never would have been able to fish on my own if my husband didn't already have a boat."

### Training and career progression

Two participants had had no experience or training in their industries before marriage, and learned their industries from their husbands. One participant had attained a related post-secondary degree before beginning her professional work, and another had worked summer jobs in her industry during her post-secondary education before later joining her husband in his enterprise. Only one participant indicated that she had received hands-on third-party training related to her work. However, this participant had made extensive use of training opportunities, particularly through provincial and federal programs and courses.

### Experience of barriers

Two participants indicated that they did not feel as though they had really experienced any discrimination or professional barriers because of their gender. One participant indicated that she believed that cultural attitudes were a significant barrier to

women's participation in industry, and had a history of negative personal experiences.

## Childcare

All four participants cited childcare as the biggest challenge they had faced while working in the agriculture, aquaculture or fisheries industries. One participant needed to take 15 years away from her role in industry to care for her young family. Another participant cited long and odd hours making it nearly impossible for her to find childcare. Several participants described feelings of guilt around their inability to take care of their children full time while they were working, with one participant stating "I feel like I'm abandoning them two months of the year." This supports evidence from survey responses that indicate that childcare is a significant challenge for women in industry.

## Physical requirements

Three of the four interview participants indicated that although it was still physically rigorous, new technology and best practices had made physical strength less of a requirement in their work. This is contrary to survey respondents who believed that strength would be a limiting factor for women in agriculture, fishing and aquaculture. However, one participant believed that the idea of the necessity of physical strength made many male employers hesitate to hire female workers: "Men captains think women aren't strong enough to be on a boat... and they'll get more value for money by hiring men."

## Ways to increase participation

Each interview participant had a different idea of what she thought the most important way to increase women's participation in agriculture, fishing and aquaculture was. They included: providing funding for childcare, mentorship from other

women in the industry, training for adult women who have no experience in the industry (i.e. no family connection or experience with industry, no opportunity to learn when they were younger) and establish better recourse for women who experience workplace discrimination or harassment.

## CONCLUSION

This report has provided the findings of a gender inclusion research project based on a questionnaire administered from December 07, 2018 to February 01, 2019, and interviews conducted from March 25 to April 18, 2019. The findings provide government, industry and the public with a snapshot of perceptions of barriers and enablers to increasing gender inclusion in agriculture, fishing and aquaculture in PEI. The findings contained in this report can help to support evidence-informed decision-making in agriculture, aquaculture and fisheries in PEI.

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## Appendix A: Online Questionnaire

\*1. Do you currently live in a household in which at least one member is actively employed in the agriculture, fishing and/or aquaculture industries in PEI?

- Yes
- No

\*2. Have you ever lived in a household in which at least one member of that household is actively employed in the agriculture, fisheries and/or aquaculture industries in PEI?

- Yes
- No

\*3. Are you currently employed in any of the following industries in PEI? (Check all that apply)

- Agriculture Industry
- Fisheries Industry
- Aquaculture Industry
- I am not currently employed in the agriculture, fisheries and/or fisheries industries

\*4. If yes, in what area? (Check all that apply)

- Agriculture Primary Sector
- Agriculture Processor
- Aquaculture Grower
- Aquaculture and/or Fish Processor
- Fisher
- Research Body
- Agriculture Producer Organization
- Aquaculture Grower Organization

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- Fisheries Organization
- Retailer/Wholesaler/Input Supplier
- Provincial or Territorial Government
- Federal Government
- Other (please Specify)

5. Have you ever been employed in any of the following industries in PEI? (Check all that apply)

- Agriculture Industry
- Fisheries Industry
- Aquaculture Industry
- I have never been employed in the agriculture, fisheries and/or fisheries industries

\*6. If yes, in what area? (Check all that apply)

- Agriculture Primary Sector
- Agriculture Processor
- Aquaculture Grower
- Aquaculture and/or Fish Processor
- Fisher
- Research Body
- Agriculture Producer Organization
- Aquaculture Grower Organization
- Fisheries Organization
- Retailer/Wholesaler/Input Supplier
- Provincial or Territorial Government
- Federal Government

- Other (please Specify)

\*7. Do you believe that unique barriers exist for women's participation in the following industries in PEI (Check all that apply):

- Agriculture Industry
- Fisheries Industry
- Aquaculture Industry
- I do not believe that unique barriers to women's participation exist in the agriculture, fisheries and/or aquaculture industries in PEI
- I don't know/am not sure if unique barriers to women's to women's participation exist in the agriculture, fisheries and/or aquaculture industries in PEI

\*8. Do you believe that any of the following unique barriers to women's participation in agriculture, fisheries or aquaculture industries in PEI? (Check all that apply)

- Earning income outside industry to help support the household
- Managing 'traditionally female' tasks (e.g., childcare, housework, etc.)
- Pregnancy
- Lack of maternity leave
- Worry about how maternity leave might impact career
- Unequal pay
- Gender Bias
- Lack of training
- Lack of transportation
- Being actively discouraged from working in the industry based on gender alone
- Lack of support at home
- Facing double standards
- Balancing career and family responsibilities
- Breaking into the 'old boys club'

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- Lack of mentoring opportunities
- Few role models who are women
- Lack of confidence to pursue the career path
- Assumed lack of competence or ability by male bosses or coworkers
- None
- Other (please specify)

\*9. Have you ever witnessed or personally experienced any of the following as a unique barrier to women's participation in the agriculture, fisheries and/or aquaculture industries in PEI?  
(Check all that apply)

	Witnessed	Personally Experienced
Earning income outside industry to help support the household	<input type="radio"/>	<input type="radio"/>
Managing 'traditionally female' tasks (e.g., childcare, housework, etc.)	<input type="radio"/>	<input type="radio"/>
Pregnancy	<input type="radio"/>	<input type="radio"/>
Lack of maternity leave	<input type="radio"/>	<input type="radio"/>
Worry about how maternity leave might impact career	<input type="radio"/>	<input type="radio"/>
Unequal pay	<input type="radio"/>	<input type="radio"/>
Gender Bias	<input type="radio"/>	<input type="radio"/>
Lack of training	<input type="radio"/>	<input type="radio"/>
Lack of transportation	<input type="radio"/>	<input type="radio"/>
Being actively discouraged from working in the industry based on gender alone	<input type="radio"/>	<input type="radio"/>
Lack of support at home	<input type="radio"/>	<input type="radio"/>
Facing double standards	<input type="radio"/>	<input type="radio"/>

Balancing career and family responsibilities	<input type="radio"/>	<input type="radio"/>
Breaking into the 'old boys club'	<input type="radio"/>	<input type="radio"/>
Lack of mentoring opportunities	<input type="radio"/>	<input type="radio"/>
Few role models who are women	<input type="radio"/>	<input type="radio"/>
Lack of confidence to pursue the career path	<input type="radio"/>	<input type="radio"/>
Assumed lack of competence or ability by male bosses or coworkers	<input type="radio"/>	<input type="radio"/>
None	<input type="radio"/>	<input type="radio"/>

Other (please specify)

\*10. Do you believe that tools, programming and/or policies exist to address the unique barriers to women's participation in the following industries in PEI? (Check all that apply)

- Agriculture
- Fisheries Industry
- Aquaculture Industry
- I do not believe that tools, programming and/or policies exist which are designed to address the unique barriers to women's participation in the agriculture, fisheries and/or aquaculture industries in PEI
- I don't know/am not sure if tools, programming and/or policies exist which are designed to address the unique barriers to women's participation in the agriculture, fisheries and/or aquaculture industries in PEI

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\*11. What types of tools, programs or policies do you believe would help address the unique barriers to women's participation in the agriculture, fisheries and/or aquaculture industries in PEI? (Check all that apply)

	Agriculture	Fisheries	Aquaculture
Policies related to gender, diversity and inclusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding programs specifically for women in the agriculture, fisheries and aquaculture industries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mentorship opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online networking opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-person networking opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No tools, programming and/or policies are required to address the unique barriers to women's participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't know/am not sure what types of tools, programming and/or policies are required to address the unique barriers to women's participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)			

\*12. On a scale of 1 to 7 where 1 means 'strongly disagree' and 7 means 'strongly agree,' please rate how much you agree or disagree with the following statement for each industry indicated:

*There is a need for tools, programming and/or policies designed to address the unique barriers to women's participation in the agriculture, fisheries and/or aquaculture industries in PEI.*

	1- Strongly Disagree	Disagree	Moderately disagree	Neither agree nor disagree	Moderately agree	Agree	7- Strongly Agree
Agriculture Industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fisheries Industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aquaculture Industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\*13. On a scale of 1 to 7 where 1 means 'strongly disagree' and 7 means 'strongly agree,' please rate how much you agree or disagree with the following statement for each industry indicated:

The tools, programming and/or policies that are currently in place are effectively addressing the unique barriers to women's participation in the agriculture, fisheries and/or aquaculture industries in PEI.

	1- Strongly Disagree	Disagree	Moderately disagree	Neither agree nor disagree	Moderately agree	Agree	7- Strongly Agree
Agriculture Industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fisheries Industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aquaculture Industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\*14. On a scale of 1 to 7 where 1 means 'strongly disagree' and 7 means 'strongly agree,' please rate how much you agree or disagree with the following statement for each industry indicated:

There are not any issues with the level of opportunity for women's participation in the agriculture, fisheries and/or aquaculture industries in PEI.

	1- Strongly Disagree	Disagree	Moderately disagree	Neither agree nor disagree	Moderately agree	Agree	7- Strongly Agree
Agriculture Industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fisheries Industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aquaculture Industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Do you have any other comments or feedback you would like to provide in relation to the unique barriers to women's participation in the agriculture, fisheries and/or aquaculture industries in PEI?

**Demographic Information**

Your voluntary response to the following questions will assist the DAF in understanding the demographic profile of the Gender Inclusion in Agriculture, Fisheries, Aquaculture survey respondents

16. Do you identify as:

- Man
- Woman
- Gender not listed
- Prefer not to say

17. Are you a senior (age 65 or older)?

- Yes
- No
- Prefer not to say

18. Are you a youth (age 29 or under)?

- Yes

- No
- Prefer not to say

19. Do you identify as a person with a disability?

- Yes
- No
- Prefer not to say

20. What is your first language?

- English
- French
- Other
- Prefer not to say

21. Are you proficient in languages other than English or French?

- Yes
- No
- Prefer not to say

22. Do you identify as a member of the Island's Acadian community?

- Yes
- No
- Prefer not to say

23. Do you identify as a member of an indigenous group?

- Yes
- No
- Prefer not to say

24. Do you identify as a newcomer to Canada?

- Yes
- No

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- Prefer not to say

25. Do you identify as part of another under-represented group?

- Yes
- No
- Prefer not to say

Thank you for completing the survey. Your response has been recorded.

If you would like to be entered into a draw for a chance to win a \$75 gift certificate to a Farmer's Market of your choice and a wooden cutting board, copy and paste the ink below into a new tab:

<https://www.reserach.net/r/32LQ858>

If you would not like to enter the prize draw, you may close your browser now.

If you have any questions about this survey, please email Chelsea Morrison, FPT Policy Coordinator at the Department of Agriculture and Fisheries: [cmmorrison@gov.pe.ca](mailto:cmmorrison@gov.pe.ca)

## Appendix B: Interview Protocol

Before we begin, I would like to ask you a few demographic questions. Answers to these types of questions help to provide context to the data analysis and final report.

- I. Do you identify as a
  - Young Adult (age 29 or younger)
  - Adult
  - Senior (age 65 or older)
  - Prefer not to say
  
- II. In which county do you work?
  - Kings
  - Queens
  - Prince
  - Prefer not to say
  
- III. What is your educational background?
  
- IV. Do you currently live in a household in which at least one member of that household is actively employed in the agriculture industry in PEI?
  - Yes
  - No
  - Prefer not to say
  
- V. Do you currently work in the agriculture industry in PEI?
  - Yes
  - No
  - Prefer not to say
  
- VI. If yes, in what role?
  - 9.
  
- VII. How long have you worked in your current role?

VIII. Have you worked in different types of roles in the agriculture industry in PEI?

- Yes
- No
- Prefer not to say

IX. If yes, what other types of roles have you held in the agriculture industry in PEI?

First, I would like to hear about how you became involved in the agriculture industry in PEI . . .

I. What made you choose to work in the agriculture industry in PEI?

Now let's focus on the experience of women in the agriculture industry in PEI

I. What do you think are the main barriers and enablers to women's participation in the agriculture industry in PEI?

Next, I would like to talk about how the Department of Agriculture and Fisheries can best support women's increased involvement in the agriculture industry in PEI. Recently the Department conducted an online survey with respect to gender inclusion in the agriculture, aquaculture and fisheries industries.

I. Survey respondents indicated that funding programs specifically for women in the agriculture industry would help address the unique barriers to women's participation in the agriculture industry in PEI, why do you think respondents indicated that funding programs specifically for women in the agriculture industry would help to address the unique barriers to women's participation in the agriculture industry in PEI?

a. Probe: How might these types of funding programs would reduce the unique barriers faced by women in the agriculture industry in PEI?

II. Respondents believe that mentorship opportunities would help address the unique barriers to women's participation in the agriculture industry in PEI, why do you think respondents indicated that mentorship opportunities would have a positive effect on women's participation in the agriculture industry?

a. Probe: How might mentorship opportunities would reduce the unique barriers faced by women in the agriculture industry in PEI?

- III. Respondents also indicated that in-person networking opportunities would help address the unique barriers to women in the agriculture industry in PEI, why do you think respondents indicated that in-person networking opportunities would help address the unique barriers to women in the agriculture industry in PEI?
- a. Probe: How might in-person networking opportunities would reduce the unique barriers faced by women in the agriculture industry in PEI?

We have reached the end of the interview. Thank you very much for your participation and thoughtful answers.

Is there anything else you would like to add?

## Appendix C: Interview Analysis Codes

Name	Description
Domestic Responsibilities	Any specific mention of childcare, elder care, or homemaking as an impediment to women's participation in industry, or as an area to target for interventions
Education	Any specific mention of education regarding industry skills and practices (specifically for women), or diversity, sensitivity or other anti-discrimination training (for women and men)
Gender Barriers	Any mention of general lack of women in industry, or specifically identified barriers other than domestic responsibilities
Lack of Strength/Desire	Any specific mention of women not being physically capable of working in industry, or of women as a group not being interested in working in industry
Gender Irrelevance	Any mention of: unique barriers for women not existing, dismissing or minimizing the impact of gender on women in industry, working in industry being equally difficult for men and women
Generally Negative Toward the Project	Comments expressing negative opinions toward the project
Generally Positive Toward the Project	Comments expressing positive opinions toward the project
Networking, Mentors, Leadership	Any specific mention of increasing opportunities for networking or mentorship as a way to increase women's participation
Other	Any comments that are single-word answers, non-answers, unrelated to the question, or do not provide any new or salient information.

Name	Description
Resources	Any specific mention of a lack of resources (assets, financial resources, etc.) as a barrier to women's participation in industry, or that identifies increasing resources for women as a tool to addressing barriers.
Unsafe Workplace	Any mention of workplace harassment or sexual violence as a deterrent for women to participate in industry.

## Attachment 1: List of organizations sent an invitation to promote the project

- Advisory Council on the Status of Women
- Agricultural Insurance Appeal Board
- Agricultural Insurance Corporation Board
- Animal Welfare Appeal Board
- Applied Communication, Leadership and Culture Program, University of PEI
- Cattle Producers Association of PEI
- Chicken Farmers of PEI
- Dairy Farmers of PEI
- Diversity and Social Justice Program, University of PEI
- Egg Producers of PEI
- Farm Practices Review Board
- Mi'kmaq Confederacy of PEI
- Natural Products Appeals Tribunal
- PEI 4-H
- PEI Aquaculture Alliance
- PEI Association for Newcomers to Canada
- PEI Beekeepers Association
- PEI Business Women's Association
- PEI Council of People with Disabilities
- PEI Federation of Agriculture
- PEI Fisherman's Association
- PEI Fur Breeders Association
- PEI Grain Elevators Corporation
- PEI Hog Commodity Marketing Board
- PEI Horticultural Association
- PEI Interministerial Women's Secretariat
- PEI Marketing Council
- PEI Potato Board
- PEI Sheep Breeder's Association
- PEI Strawberry Growers Association
- PEI Wild Blueberry Growers Association
- PEI Women's Institute
- PEI Woodlot Owners
- PEI Young Farmers
- PridePEI
- Provincial 4-H Office
- Regional Economic Advisory Councils
- Youth Futures Council

## Attachment 2 : Sample of communication material for the project

Farms.com Newsletters (January 03, 2019)

[Farms.com Home](#) › [News](#)

### P.E.I. survey asks women about ag barriers

**The Department of Agriculture and Fisheries hopes to use the results to increase gender inclusion**

By [Diego Flammini](#)  
Staff Writer  
Farms.com

A new P.E.I. government survey is trying to develop an understanding of barriers women face in its agriculture, aquaculture and fisheries industries.

The Department of Agriculture and Fisheries recently launched the Gender Inclusion in Agriculture, Fisheries and Aquaculture Project.

CBC PEI (January 02, 2019)

PEI

## What's holding you back? farming and fishing women asked



Report coming in the spring

[Kevin Yarr](#) · CBC News · Posted: Jan 02, 2019 8:05 AM AT | Last Updated: January 2



The province would like to see more women, like lobster boat captain Bethany McCarthy, become leaders in the fishing and farming industries. (CBC)

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## PEI Agriculture Sector Council Newsletter (2019)

**EVENTS****DEPARTMENT OF AGRICULTURE AND FISHERIES FOCUS GROUPS**

In Prince Edward Island, our agriculture, aquaculture, and fisheries industries are an important part of our culture and history. The Department of Agriculture and Fisheries has been mandated to ensure the growth and sustainable development of these industries. The DAF recognizes that some groups can encounter barriers to working and thriving in these industries. To help identify and reduce possible barriers with respect to gender inclusion, the Department of Agriculture and Fisheries is hosting a series of focus groups. If you, or someone in your household, works in the agriculture, aquaculture, and/or fisheries industry, we encourage you to register for a session and share your thoughts and experiences. Your input is valuable to our goal of creating more inclusive and competitive food production sectors on the Island.

Location: 5th Floor, Immeuble Jones Building, 11 Kent St, Charlottetown

Date: March 14, 9-11 am (Aquaculture)

March 14, 1-3 pm (Fisheries)

March 14, 9-11 am (Agriculture)

Sessions will run between 90 minutes and 2 hours. Refreshments will be provided. All comments will remain anonymous. Personal information from these focus groups is collected under section 31(c) of Prince Edward Island's Freedom of Information & Protection of Privacy Act as it relates directly to, and is necessary for program development. Results from these focus groups will be thematically analyzed and used to inform a 'Gender Inclusion in Agriculture, Fisheries and Aquaculture' report. This report will be made publicly available in 2019.

If you would like to participate in one of our focus group sessions, or have any questions, please contact Victoria Kaatz (Junior Policy Analyst) via email at [vkaatz@gov.pe.ca](mailto:vkaatz@gov.pe.ca) or telephone at 902-368-5602. You can also register online by clicking <https://www.surveymonkey.com/r/MX5JHP5>.

Government of PEI, Twitter @InfoPEI (December 21, 2018)

< What are the barriers to increased gend...



Prince Edward Island Government



December 21 at 7:16 PM · 🌐

What are the barriers to increased gender inclusion in the agriculture, fisheries and aquaculture industries in PEI?

Your input can help in the development of a report on 'Gender Inclusion in Agriculture, Fisheries and Aquaculture'.

Survey is open until January 11, 2019.

(Survey participants may also enter for a chance to win a cutting board and a \$75 gift certificate to a farmer's market of their choice).

<https://www.princeedwardisland.ca/en/information/agriculture-and-fisheries/gender-inclusion-agriculture-fisheries-and-aquaculture-line>

Government of PEI, Twitter @InfoPEI (January 10, 2019)



**Government of PEI**  
@InfoPEI

Follow

What are barriers to gender inclusion in ag, fish & aquaculture in PEI? Your input will help Dept Ag & Fish develop a report & you can enter to win a prize. Survey open til Jan 11, 2019. [princeedwardisland.ca/en/information](http://princeedwardisland.ca/en/information)

...



R-35, PM - 10 Jan 2019