Agri Pro

Does your company have difficulties to attract and retain qualified employees?

Does your company face challenges with production volume and quality?

**Company as Employer** 

# Gender

Women's rights & Business opportunity



### Gender strategies: how and what

## Job Opportunities for Women



Similar contracts for men and women

Management positions for women

Technical jobs for women

Training and mentoring tailored for women

#### Good Working Conditions & Safety



Protection against dangerous chemicals

Anti-sexual harassment measures

Transport support for women

Healthcare facilities

#### **Equal Payment for Men and Women**



Equal salaries based on capabilities for men and women

Support for women's control over income by own bank account

## Flexibility for Women



Flexible working hours for women

Maternity leave for women

Support for breastfeeding in the workplace

Support for childcare



# FACTS

# GENDER IMPACTS ON BUSINESS



#### **Impacts on Business**

"By default, many of our employees are women. Our experience is that, compared to men, women are more serious, precise and detailed in their work."

Export manager The Fruit Republic



Characteristics of female employees ensure the production of "safe" products"

Increase Quality of Production

Enhance

Productivity

Vegetable and Fruits, The Fruit Republic, Vietnam

#### Strategy

Decent work conditions for female employees

Childcare support and transport for women

Non-traditional jobs for women, e.g. financial controller and export manager

#### Tea, Eastern Produce Kenya, Kenya

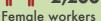
#### Strategy

Technical training programs accessible for women, e.g. lowering the education requirements for training program

Women benefited



2,200





Female trainers

#### **Impacts on Business**



Productivity on the farm increased after the training, female farmers state that they pluck more green tea leaves each month after gaining better knowledge on tea husbandry

#### **Impacts on Business**



**Cost Reduction** 

\$98,200 staff turnover \$30,324 absenteeism

Reduce Absenteeism and Staff Turnover

#### Garment Factory, Ismailia, Egypt

#### Strategy

Health Training Program for Garment Workers

Female peer educators are trained to pass on information during small training workshops

Women benefited

1,150

Female workers

Peer educators

#### Flowers, Maridadi Flowers (Kneppers Rozen), Kenya

#### Strategy

Women friendly labour conditions, e.g. breast feeding for women

Women in labour committees

Non-tolerance of sexual harassment, e.g. assign only women as supervisors in mixed gender department Reputation

### **Impacts on Business**



Consumer's demand for fair flowers is high, especially in **European countries** 

Companies with unfriendly working conditions and lábour practices bear risks of reputation damage