Executive Summary

Phase 2

All the Women in Agribusiness 2017
SUMMARY

01 INTRODUCTION
02 OBJECTIVE AND METHOD
03 PROFILE OF THE SAMPLE
04 UNDERSTANDING OF THE AGRIBUSINESS CONCEPT
05 RURAL AND URBAN WOMEN
06 GENDER-RELATED ISSUES DISCRIMINATION X WORK
07 WORKING WOMEN
08 FAMILY
09 PERSONAL INTERESTS
10 CONCLUSIONS
11 TESTIMONIALS

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INTRODUCTION

In the last few years, Brazilian agribusiness has played an important role in fostering growth and development in country, with significant leaps in yield and job generation.

One of the reasons for this growth is the increase in productivity stemming from the management style, complementarity of ideas and the power of diversity. To help us understand this positive effect, “All the Women in Agribusiness”, a survey commissioned by ABAG and sponsored by Bayer, DuPont, Adama, Matsuda and Yara, stemmed from the need to learn more about the subject and to update the results of the 2016 survey entitled “Profile of Women in Brazilian Agribusiness”.

This year, the survey contemplated the entire country, with samples sent to all units of the federation, to all different sizes of rural properties, different profiles and different links of the chain (before, inside and after the property’s gate), with the intent of drawing a complete picture of the women in this environment.

Initiatives like these bring about important information, generate opportunities to debate issues like diversity in the labor market and agribusiness can also display its protagonism.

Nice reading!
It is a quantitative survey, based on stratified probability sampling per region of the country. The interviews, conducted over the phone, focused on the following topics:

**PROFILE OF THE RURAL PROPERTY**

**AREAS OF OPERATION**

**WORKING HOURS**

**FAMILY AND SUCCESSION**

**EXPECTATIONS AND CONCERNS**

**VALUES, ATTITUDES, INTERESTS AND OPINIONS**

Com base nas respostas sobre Valores, Atitudes, Interesses e Opiniões, foi realizada uma segmentação psicográfica por meio de uma análise estatística multivariada, em dois estágios. Inicialmente, o conjunto de perguntas foi analisado utilizando-se análise fatorial que reduziu o conjunto de perguntas a 14 fatores: Percepção de equidade de gênero; Preocupação com a aparência; Importância do casamento e maternidade; Valorização do sertanejo e country; Realização profissional; Assertividade e planejamento; Importância da carreira e do trabalho; Preferência pela vida no campo; Ideias liberais; Elevado nível de estresse; Empreendedorismo; Valores tradicionais; Preferência pelos canais da TV paga; Preferência por programação rural na TV. Em seguida foi utilizada a técnica de análise de cluster que revelou a existência de sete grupos de mulheres caracterizadas nos seguintes perfis psicográficos:

I. **FREE SPIRIT**

II. **EFFICIENT MANAGERS**

III. **POWERFUL**

IV. **INDEPENDENT AND CONFIDENT**

V. **EXECUTIVES**

VI. **WARRIORS**

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**TECHNICAL INFORMATION**

- **Methodology**
  - Statistically descriptive

- **Data collection Method**
  - Phone interviews

- **Method of respondents Selection**
  - Stratified probability

- **Scope**
  - All women in agribusiness, before, inside and after the farm’s gate

- **Sample**: 862 women
- **Margin of error**: 3,3%
- **Level of trust**: 95%
- **Period of survey**: junho a julho de 2017

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The sample consisted of 862 interviews with women who work in three types of activities: 1) “before the farm gate”, i.e., all activities and services of the supply chain that serve the rural properties. 2) “inside the farm gate”, i.e., activities and responsibilities related to the rural property, and 3) “after the farm gate”, i.e., businesses related to transportation, storage, industrialization, distribution and sales of agricultural commodities. This survey stratification as “before”, “inside”, and “after” the farm gate was planned before the beginning of the survey, but from the start it aimed at interviewing a larger number of women working “inside the farm gate”.

Women working “inside the farm gate” was asked about the size of their property in hectares, and depending on the Brazilian municipality where the land is located, it was possible to know the type of tax unit it referred to and then classify it accordingly as very small property, small property, medium or large property. Almost half of the women working “inside the gate” are owners, partners of managers of very small properties. A very small property in a low population density region, for example, could have the same absolute size of a medium-size property in another region with high population density.

The sample distribution in relation to the regions of the country, tried to establish a proportional relationship vis-à-vis the population residing in each region and mainly, the proportion of women residing in the North and Northeast regions versus the rest of the country. In that sense, we have the same percentage of respondents in the relation to the Brazilian population. This approach aimed at preventing that women from the North and Northeastern regions were underrepresented in the survey.

The profile of the sample indicates that the survey is a good representation of the reality of Brazilian women in agribusiness.
The acknowledgement of the productive chains and the understanding of the agribusiness concept, which has been seen as an ongoing trend in Brazil in the last few decades, have been favorably grasped and understood by women in the field. That is what the survey showed when most women said they are familiar with the agribusiness concept based on a productive tripod. The interviewees denoted familiarity with the existence and the correlation of these three forces of the industry and do not see them in isolation. When faced with multiple choices, the participants were very assertive when asked to choose a definition that better describes agribusiness in three equally important chains: inputs and equipment production, the agricultural activity in the farm or in the agro industry and, finally, sales of the products to the consumer market, closing the production loop. This data qualifies and values the surveyed audience, demonstrating that women are involved and interested in the industry where they operate. Through these results, it is possible to conclude that the work initiated by ABAG, a little over 20 years ago, to consolidate the agro concept in Brazil has reached its goal and contributed to highlight the entire agribusiness system and as a result, to strengthen the industry.

The survey participants operate in different areas of agriculture and cattle farming, most notably in farms contemplating both activities. Moreover, it is clear that there are a larger number of independent professionals operating in these properties. This illustrates that the survey was able to access different profiles of women involved in different areas of agribusiness. In terms of their position in the business, most of them are owners/partners of rural properties, which indicates a strong female participation in this segment. The growing presence of women in the labor market is a consolidated fact in current society and this survey shows that they are also present in rural businesses, both as employees or managers.

Areas of Operation (%)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inputs</td>
<td>3,4</td>
</tr>
<tr>
<td>Rural Property</td>
<td>73</td>
</tr>
<tr>
<td>Agro industry</td>
<td>2,1</td>
</tr>
<tr>
<td>Service Provider</td>
<td>3</td>
</tr>
<tr>
<td>Independent Professional</td>
<td>9,7</td>
</tr>
<tr>
<td>Commerce</td>
<td>2,8</td>
</tr>
<tr>
<td>Cooperatives</td>
<td>3,7</td>
</tr>
<tr>
<td>Government</td>
<td>2,3</td>
</tr>
</tbody>
</table>

Position in the sector (%)

- Owner or partner: 59,2%
- Director, manager, coordinator: 30,5%
- Employee: 10,4%

Phrases that go with agribusiness (%)

<table>
<thead>
<tr>
<th>Phrase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large rural properties and their output</td>
<td>2,3</td>
</tr>
<tr>
<td>Smal and large rural properties and their output</td>
<td>7</td>
</tr>
<tr>
<td>Small agro industries</td>
<td>0,4</td>
</tr>
<tr>
<td>Agro industries and rural properties</td>
<td>0,8</td>
</tr>
<tr>
<td>The entire productive chain, inputs, equipment, rural properties,</td>
<td>89,5</td>
</tr>
<tr>
<td>industries, transport companies and storage</td>
<td></td>
</tr>
</tbody>
</table>
Working directly on the farm, be it in agriculture or cattle farming, women are faced with a heavy routine, working side by side with men and outperforming. Not only that, but they are constantly demanded to fulfill the roles imposed to them by society. The fact is that younger countrywomen are the ones more inclined to go to the city in search for better opportunities.

In addition, technological advances and the search for better infrastructure led them, owners and rural workers, to choose living in the city while working in the rural activity. All they want is better quality of life, with easy access to schools, leisure and health care. Data indicates that more than half of them live in urban areas and work in the rural zone, when compared to a reasonable number of women who were born and raised and work and live in the farm. In this case, the relationship to the property is the focal point of their lives, habits and culture.

Nowadays, it is also common for managers to live outside the property, in the city, and the farm is treated merely as a business. Security is another reason for them to choose living in the urban centers.

Half of rural workingwomen spend their time working in the farm. The other half split their time between the farm and other professional activities related to service, industry and trade. The fact is that women are more entrepreneurial. They work hard and yet find time to sell homemade products or handicrafts to increase the household income.

<table>
<thead>
<tr>
<th>Countryside or city (%)</th>
<th>Other activities (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lives in the farm</td>
<td>None</td>
</tr>
<tr>
<td>Lives in the city</td>
<td>Industry / Trade/ Service</td>
</tr>
<tr>
<td>Lives a little in both</td>
<td>Independent Profissional</td>
</tr>
<tr>
<td></td>
<td>Civil Servant</td>
</tr>
</tbody>
</table>

54.4%              50.5%
29.1%              29.9%
16.5%              14%
5.6%
Earning space and trust in the workplace is still a challenge for women in agribusiness. However, data show growing confidence or – to use a term that has gained momentum lately in Brazil in gender debates – the empowerment of women to face this challenge.

In this regard, the analysis of the results clearly shows the assertiveness of the interviewees when saying that discrimination still exists but it is directly proportional to their willingness to overcome it through their work. Their firmness in stating that they are prepared to perform the activities they are called to do, illustrates how a significant number of women have no doubt about their position and their entitlement to occupy the market.

Likewise, it is possible to draw a positive conclusion when the survey reveals that 40% of them believe they are partially prepared. When faced with the daily challenges of their jobs, they mention the importance of constantly pursuing additional knowledge. On a daily basis, being prepared does not necessarily mean something definite or objective.

Wanting to know more is a virtue both individually and collectively, particularly in competitive environments.

In this context, it is important to reflect upon a favorable trend, considering that most of the interviewees (61.09%) stated they haven’t had any gender-related problems of leadership in the last two years. If this sample indicates a scenario of greater acceptance, one should not ignore the other instances when men don’t take them seriously or doubt their skills and capacity.

When it comes to gender and equality for the performance of certain activities, we see another interesting interpretation bias. Women mostly favor management and negotiation activities and there is a consolidated resistance when it comes to accepting more manly tasks that require physical effort, like loading a truck. Despite these differences, the thesis of equality and gender representation becomes stronger, as most of the activities are considered appropriate for both men and women.
### Feel Prepared (%)

- **Totally prepared**: 98.3%
- **Partially prepared**: 40.9%
- **Do not feel prepared**: 3.6%

### Homens ou mulheres %

<table>
<thead>
<tr>
<th>Activity</th>
<th>Both genders</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive agricultural machinery</td>
<td>90.7</td>
<td>9.3</td>
<td>0</td>
</tr>
<tr>
<td>Drive trucks</td>
<td>90.2</td>
<td>9.8</td>
<td>0</td>
</tr>
<tr>
<td>Harvest fruits &amp; vegetables</td>
<td>94.8</td>
<td>2.6</td>
<td>2.7</td>
</tr>
<tr>
<td>Weeding</td>
<td>69.2</td>
<td>30.6</td>
<td>0.2</td>
</tr>
<tr>
<td>Buy inputs</td>
<td>94.5</td>
<td>5.4</td>
<td>1.5</td>
</tr>
<tr>
<td>Take loans</td>
<td>96.5</td>
<td>3.5</td>
<td>1.3</td>
</tr>
<tr>
<td>Hire workers</td>
<td>95.9</td>
<td>4.1</td>
<td>2.3</td>
</tr>
<tr>
<td>Fire workers</td>
<td>96.4</td>
<td>3.6</td>
<td>2.4</td>
</tr>
<tr>
<td>Sell the output new</td>
<td>95.8</td>
<td>4.2</td>
<td>2.3</td>
</tr>
<tr>
<td>Acquire new customers</td>
<td>96.2</td>
<td>3.8</td>
<td>1</td>
</tr>
<tr>
<td>Participate in agricultural exhibits/events</td>
<td>95.8</td>
<td>4.2</td>
<td>3</td>
</tr>
<tr>
<td>Take loans</td>
<td>97.1</td>
<td>2.9</td>
<td>2.4</td>
</tr>
<tr>
<td>Hire workers</td>
<td>94.1</td>
<td>5.9</td>
<td>1.2</td>
</tr>
<tr>
<td>Fire workers</td>
<td>29.5</td>
<td>70.4</td>
<td>0.1</td>
</tr>
<tr>
<td>Sell the output new</td>
<td>88</td>
<td>11.3</td>
<td>0.7</td>
</tr>
<tr>
<td>Acquire new customers</td>
<td>72.7</td>
<td>27.1</td>
<td>0.2</td>
</tr>
<tr>
<td>Participate in agricultural exhibits/events</td>
<td>87.6</td>
<td>12.1</td>
<td>0.4</td>
</tr>
<tr>
<td>Prepare and fertilize the soil</td>
<td>80.1</td>
<td>19.4</td>
<td>0.5</td>
</tr>
<tr>
<td>Manage the business</td>
<td>98.3</td>
<td>0.1</td>
<td>1.6</td>
</tr>
</tbody>
</table>

- **Both genders**
- **Men**
- **Women**
Women labor in the countryside has been the subject of very few studies, but by no means it should be considered less important. Despite the fact that agribusiness is still seen by most as an industry dominated by men, women have been discreetly gaining space and a voice in the decision making sphere. Evidently, this female participation must be studied and analysed with regards to its economic, social and cultural impacts. Today they are present in several labor fronts and many of them are managing their own business. The investment in the field and the interest of women for this industry, led to new hirings compliant to the collective or labor legislation standards. Data indicate that formal jobs and service providers account for 40% of women in rural activities.

When talking about labor standards, numbers show that 35% of women went on a paid vacation in the last 12 months. This indicates that part of rural employers are complying with the legislation, thus facilitating the contractual relation by making it safer and clearer to both parties.

And, come rain, come shine, weekend or holiday, the work in a rural property can never wait. It is a daily routine repeated over and over. When looking at the time dedicated to farming, the survey demonstrates that women consider retiring at the age between 60 and 70.

According to the legislation, male rural workers can retire at the age of 60 whereas female workers can retire at 55 (five years earlier than the urban worker). Rural workers can also retire based on age (65 for men and 60 for women), or time of contribution (15 years). The survey reveals that ¼ of women want to retire past the age of 70.

### Last vacation (%)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last 12 months</td>
<td>35.4%</td>
</tr>
<tr>
<td></td>
<td>11.7%</td>
</tr>
<tr>
<td>More than 1 year</td>
<td>9.3%</td>
</tr>
<tr>
<td></td>
<td>4.2%</td>
</tr>
<tr>
<td>More than 2 years</td>
<td>9.2%</td>
</tr>
<tr>
<td></td>
<td>5.7%</td>
</tr>
<tr>
<td>Never went on vacat</td>
<td>24.5%</td>
</tr>
</tbody>
</table>

### Labor links (%)

- Registered worker: 38.8%
- Company/consultant: 20%
- Partner/owner: 7.2%
- Independent: 4.2%
- Temporary: 8.8%
- Civil servant: 21%

### At what age they intend to stop working (%)

- Less than 60 years old: 26.2%
- 60 years old: 19.6%
- 65 years old: 19%
- 70 years old: 17.2%
- Over 70: 18%

- Remmunerate: ▼
- Non-remmunerated: ▲
The participation of women in agribusiness and in the rural universe is nothing new. Many of them join the labor force because of their family background in the sector and some take positions of command of rural properties and play important roles in agribusiness companies after succeeding their parents, changing the whole profile of the family farm. Not only the inheritance left by their families but also their love for life in the countryside, are important elements that lead them to remain or yet engage in this activity. Many become executives and pioneers of the agribusiness. The trend points to further increase of women participation which will bring about further changes to this scenario, making agribusiness more communicative, and open to new technologies. The difference now is that younger women are motivated to pursue a rural career out of their own volition, seeking for more job opportunities in the field. In previous generations, not everything was a matter of choice. Many had to learn how to deal with it, to run the family business, to prosper. In common, old and new generations share the same objective – productivity and profitability of the business. Professional education is another alternative women have to face the challenges of agribusiness. And they are proud to be there. Currently, women participation can be found in all areas of the rural sector. They are owners, managers, researchers, and technicians and even machine operators, still a minority today. Despite the gender resistance, many women were put to test to show their capacity and skills. Their positioning was crucial to start breaking the barrier. And, if life in the countryside demands effort, caring for their families is no different. In addition to their professional lives, women take care of the house and raise the children. These tasks are shared with their spouses and they have the support from other members of the family. But there are those who raise the children on their own and are proud of their strength and endurance, considering that only a handful has a maid. Even though 64% said they do not want children in the future; they are concerned with family succession. In the survey, 42% of women are mothers and 35% plan on having kids in the next few years. They only hope the business remains in the family. 70% of them would love their children to succeed them in the activities of the rural property.

**Why did you choose to work in this area?**

- Job opportunities (34%)
- Family members already there (10.7%)
- Owner/partner of the property (36.2%)
- Owner/partner of the company (1.4%)
- Likes to live in the countryside (2.2%)
- Other (15.6%)
Children under 18 (%)

- 32.1% Have no kids
- 47.6% Have kids, but grownups
- 20.3% Have children under 18

Sharing of domestic chores (%)

- 42.7% Chores are shared; they have a maid
- 20.9% Spouse and family don’t help much; they have a maid
- 13.4% They only have a maid
- 7.8% Chores are shared; they do not have a maid
- 8% Spouse and family don’t help much; they have no maid
- 7.2% Do no have any help

Plans on having kids (%)

- 64.1% Yes, want to get pregnant until 2018
- 28.7% Yes, want to get pregnant after 2018
- 3.4% Yes, want to adopt
- 3.8% Do not intend to have more

Hope the kids will continue farming (%)

- 73.1% Yes
- 22.8% No
- 4.1% Indifferent
The questions asked and the results obtained, allow us to draw a profile of these women, including the issues that concern them and the things that give them the most satisfaction. Financial stability is the number 1 concern, followed by their own health condition, both accounting for over 50% of the answers. What might explain that is the fact that from those two, come all the other individual and family stabilities.

At the top of the list of preferences are subjects related to education and work. Managing people and managing the business appeared first on the list, followed by finances and negotiation, consolidating the idea that they seek for further improvement and moreover, they want to be leaders in their areas and even seek new positions in the marketplace. On the side of the spectrum, the least favored topics are very revealing. Contrary to any female stereotype, fashion came last, together with meditation, arts and politics.

But when the subject is family, data shows that it is the most important aspect for the women interviewed in the survey. Family appears as the third biggest concern but it's also, by far, the most fulfilling to them. In their families, they find pleasure, support and comfort. Amongst the five most common answers are children, pets and family relatives.

Leisure came in second, with travelling, but the third most common answer reinstates that the most active agribusiness women are focused on their career and professional activity, so much so that work is mentioned as a source of personal satisfaction.

They are connected to the internet, are users of social media and mobile chat apps. This is the digital reality of the women who work in the agricultural space. Yes, they have their favorite tools, like Facebook and Whatsapp, but the survey shows that they are multitask and resort to many networks and apps to communicate and be informed, very much in tune with the digital world.

### PERSONAL INTERESTS

SUBJECTS YOU WANT TO LEARN (%)

<table>
<thead>
<tr>
<th>Subject</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts</td>
<td>11.8</td>
</tr>
<tr>
<td>Stock exchange</td>
<td>21.5</td>
</tr>
<tr>
<td>Diets</td>
<td>6.5</td>
</tr>
<tr>
<td>Finances</td>
<td>33</td>
</tr>
<tr>
<td>Gastronomy</td>
<td>25.8</td>
</tr>
<tr>
<td>Managing People</td>
<td>56.8</td>
</tr>
<tr>
<td>Business mgmt</td>
<td>54.5</td>
</tr>
<tr>
<td>IT</td>
<td>13.9</td>
</tr>
<tr>
<td>Marketing</td>
<td>17.5</td>
</tr>
<tr>
<td>Fashion</td>
<td>6.2</td>
</tr>
<tr>
<td>Negotiation</td>
<td>27.3</td>
</tr>
<tr>
<td>Technology</td>
<td>20.1</td>
</tr>
<tr>
<td>Sales</td>
<td>21</td>
</tr>
<tr>
<td>Travel</td>
<td>21.6</td>
</tr>
<tr>
<td>Politics</td>
<td>11.8</td>
</tr>
<tr>
<td>Meditation</td>
<td>8.5</td>
</tr>
</tbody>
</table>
Preferred social media (%)

- Facebook: 92,9%
- Instagram: 54,8%
- WhatsApp: 95,1%
- YouTube: 68,8%
- LinkedIn: 65,3%
- Messenger: 26,1%
- Others: 23,7%
- No access: 1,2%

Main concerns (%)

- Own health: 53,6%
- Financial stability: 56,2%
- Professional fulfillment: 30,7%
- Social, professional and personal life balance: 38,4%
- Family: 46,7%
- Children’s future: 32,8%
- Labor market: 16,7%
- Business Performance: 23,8%
- Others: 0,8%

What gives you the most satisfaction (%)

- Work: 45,2%
- Shopping: 20,6%
- Kids: 40,8%
- Family: 73,2%
- Travel: 57,9%
- Pets: 30,8%
- Sports: 4,1%
- Exercise: 7,7%
- Beauty Treatment: 18,2%
CONCLUSIONS

Women in agribusiness already overcame many barriers of prejudice and stereotypes. As managers, workers, motivated and brave, they have been successfully fighting discrimination from men and occupying their space in many segments of agribusiness. Women are conciliatory and can easily juggle from the countryside to the city as well as managing a career and a family. Their children are not neglected and most of these mothers wish their children will continue to take care of the family farm. Many of them are engaged in another professional activity, which shows how entrepreneurial they are. At the same time, they look for additional income possibilities outside the farm while still preserving their passion for life in the countryside.

The survey demonstrated that women in agribusiness are resilient and ambitious and aim high. Most of them fell prepared to take leadership positions (and many are already there) and have a keen interest in company, people and finance management. This survey depicts a real portrait and captures a historical moment of Brazilian agribusiness: the actual inclusion of women before, inside and after the farm gate, the long cherished wishes for advocacy by women of the countryside from decades ago. And, judging from what the survey revealed, this study will become obsolete very soon thanks to the dynamic performance of women in agribusiness and the labor force they already represent.
PROFILE OF BRAZILIAN WOMEN IN AGROBUSINESS

49.5%
Work in very small properties

42.7%
Share the domestic chores

54.4%
Live in the city

55.5%
Feel totally prepared

36.2%
Chose that job because they enjoy the countryside

59.2%
Are owners or partners

56.2%
Are more concerned with financial stability
Testimonials

**Krysta Harden**
*Global Vice President for External Affairs at DuPont*

“At DuPont, we encourage diversity and promote an inclusive working space to create the best possible environment to our employees. At the end of the day, our customers are the ones who benefit from the value we generate by having different voices, ideas, opinions and views on the table. We are guided by the belief that equality is the key to success in the entire agriculture value chain. Women are consistently present and play a vital role in agriculture. More than ever, they are now part of the decision-making process, sitting at board meetings and being active in positions in the government. I am confident that we will continue to evolve and generate an even deeper transformation. I hope that very soon, conferences, debates or actions geared towards women development and the inclusion of women of color in agriculture will no longer be necessary. But until then, we will continue advocating for the inclusion of all people in our company, in our communities and in the world. We encourage diversity because diversity is what encourages global solutions, locally.”

**Gerhard Bohne**
*Acting COO, Crop Science Division at Bayer*

“Each day, a victory. Women have gained space and voice in society and in the labor market. Today, in the field, they play a protagonist role in food production, fibers and renewable energy industries. Here at Bayer, our science does not distinguish gender, does not support stereotypes or any discrimination that could move us away from new possibilities for a better life. We are engaged on equal and respectful relationships that are open to a myriad of characteristics that make up our company.”

**Mariana Lorenzon**
*Director for Operating Excellence at Bayer*

“Valuing diversity makes life much better. We base our actions and relationships in this diverse, complex and challenging world, on values of leadership, integrity, flexibility and efficiency, and that consolidates Bayer as a good place to work and a good partner to promote a fairer, more sustainable and inclusive society. Women play a crucial role in the organizational structure of the company, and we encourage gender equality and respect for individuality by means of dialogue and the engagement of all, to create an environment where everyone can develop their maximum potential.”
“Yara believes that knowledge leads to growth and has the power to promote a positive global change. We invest our resources in technical development to create solutions to improve productivity in the crops of Brazil and the world. We try to understand the needs of our customers and to make a difference in our local society. We believe in the diversity of cultures, crops, languages, creeds, gender, climate, land and territories. We are proud to invest the development of the Brazilian agribusiness. Supporting and sponsoring the survey All the Women in Agribusiness is a way to express our admiration for whose women who, firmly and with determination, pioneered Brazilian agriculture. We believe and encourage a collaborative and integrated society that will promote a world with no hunger and a respected planet.”

Lair Hanzen
President, Yara Brasil

“Brazilian agribusiness is essential to the economy. In 2015, it accounted for 46% of all exports from the country and a trade balance of US$ 75 billion (MAPA, 2016). Grain production reached 207 million tons in the crop season 2014/15, placing Brazil as a leading country in tropical agriculture. Women always had an important role in food and dietary safety of families and have participated in the development of agriculture from the very beginning. Today, women are active participants in agribusiness and many of them run their own rural companies by themselves. In agriculture fairs, auctions and events related to the industry, they represent 20% of the audience. We, at Grupo Matsuda, believe and support all women in agribusiness.”

Jorge Matsuda
Director Presidente at Grupo Matsuda

“Every day, women’s participation and activities in the field increases. Adama, a company that recognizes the power of women, supports the movement of women in agribusiness as a way to strengthen it and add new views to the industry, thus contributing to the growth of the sector as a whole.”

Romeu Stanguerlin
Marketing Director at Adama

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Director Presidente at Grupo Matsuda
“Human diversity means wisdom. Today, human resource studies at corporations are looking at a term called “neurodiversity”. Seeing the world of agribusiness through the 4Ss of women’s behavior is revealing, in different ways, because regardless of gender, women has a different perspective of the world regarding the 4Ss: sensorial, sensitive, sensible, sustainable. The National Congress of Women in Agribusiness represents the art of learning to learn. Delightful event.”

Jose Luiz Tejon Megido
Content Coordinator for the National Congress of Women in Agribusiness, Professor Dr. of the International MBA course at ESPM & Audencia Business School, France

“Women have always been relevant to ensure food and dietary safety to families. This important driving force to family development is associated to the fact that women have always been at the forefront of agriculture development. However, there has never been a formal and official survey about the role of women in agribusiness. The lack of data motivated us to conduct the first survey of this kind. In this second sampling, broader in scope, it is possible to draw a better picture, closer to the reality of women from different regions of Brazil. Congratulations to all the links of the agriculture productive chain for the revealing contribuions to Brazilian agribusiness.”

Luiz Carlos Corrêa Carvalho
President of Associação Brasileira do Agronegócio (ABAG)

“The National Congress of women in Agribuisness is a landmark in the histoty of women in agribusiness in Brazil. In 2016, the event gathered 600 women from more than 20 states, bringing innovation, trends and pioneering ideads to the industry from all over the country. It was a unique encounter where they had the opportunity to talk about day-to-day issues, share their stories and experiences.

It was so successful that the event gave origin to other meetings and groups around Brazil, consolidating the relevance and the role of women in this segment.

The survey All the Women in Agribusiness represents an advance, as it acknowledges and highlights the importance of women in this sector and also reveals the aspirations of these women all over the country. I am sure the results of this study will be crucial to all players in agribusiness, be it as a working tool or as a tool for self -knowledge.”

Alexandre Marcilio
Director, Transamerica Expo Center