The IV Edition of the Women Agro Awards is ready

A new category is added: the WOMAN AGRO Food Tech Award, which was created with the aim of rewarding technology-based business projects or R & D & I projects that are being carried out in the agri-food environment, founded, co-founded , directed or led by a woman or women. The deadline for submitting applications will be open from today July 15 to October 20, 2021.

The MUJER AGRO Awards reach their IV edition. Siete Agromarketing is committed once again to promoting the visibility of agro-professional women and the professionalization of rural women. The leading communication and marketing agency in the agri-food sector, and eComercio Agrario, a digital newspaper of agri-food information, convene the IV Edition of the WOMAN AGRO Awards, with the main objective of promoting equal opportunities in the value chain and agri-food industry through the visibility of real projects.

Siete Agromarketing has created these awards in order to distinguish and recognize the trajectory of those women, companies, men and groups that stand out for their commitment, projects and dedication in the fight for gender equality.

As a great novelty in this IV Edition, the awards incorporate a new category, in addition to the five existing in previous editions. It is about the WOMAN AGRO Food Tech Award, with which we want to value new initiatives carried out by agro-professional women related to technology-based entrepreneurship business projects, Start Up, or R + D + i projects.

The creation of these annual awards is part of the set of initiatives developed by : **(www.mujeragro.es)** to value the empowerment of women in positions of responsibility of organizations, associations and cooperatives, as well as in the boards of directors of companies and economic groups, throughout the value chain of the agri-food sector and industry.

The nature of the awards shares the founding line of the Women Agro Forum, spaces for dialogue that brings together women and men, managers, professionals, businessmen and entrepreneurs who are members of the entire agri-food chain, which takes place around lectures, dynamic gatherings and groundbreaking and one-to-one interviews.

EQUALITY AS A PROTAGONIST

In recent years, women in the agri-food sector have been gaining strength, but they are still far from achieving real equality. Its function is key to the development of an essential activity for society such as generating quality food and with the quality standards that it demands.

Administrations and the agri-food sector walk hand in hand to achieve those objectives in which equality prevails. However, the journey is still long and there are many aspects that need to be improved through the debate on issues in which the women's collective has a lot to say.

The ability of people to occupy positions in decision-making bodies has been shown to have nothing to do with gender, but rather with training, knowledge or experience. Despite this, women continue to be less visible in this type of business setting compared to men.

With the **Women Agro Awards ,** Siete Agromarketing y eComercio Agrario value this capacity of women as a benchmark for equality in the agri-food sector, recognizing their initiative, trajectory, entrepreneurship, struggle, work, effort and experience. Likewise, in favor of equality, how could it be otherwise, it also recognizes the male figure in her involvement in giving value and promoting equality, reserving one of the categories that make up these awards to her.

The jury, which will deliberate on the existing categories in previous editions, is made up of experts and institutions of recognized prestige in the agri-food sector, among which are representatives of the Siete Agromarketing**,** Fundación LAFER, Consejo Superior de Investigaciones Científicas (CSIC)**,** Asociación de Cooperativas Agro-alimentarias de España y Asociación de Mujeres de Cooperativas Agro-alimentarias de España (AMCAE)**,** Asociación para la Promoción del Consumo de Frutas y Hortalizas “5 al Día”**,** Plataforma Food for Live – Spain (PTF4LS), Escuela Técnica Superior de Ingeniería Agronómica, Alimentaria y de Biosistemas (UPM), **Organización**

Interprofesional Láctea, INLAC **y** la Asociación Nacional de Ingenieros Agrónomos (ANIA).

In the case of the new category, WOMAN AGRO Food Tech, it has bases and its own jury that is made up of: Siete Agromarketing, WA4STEAM**,** AMIT - MIT, Red de Mujeres por la Innovación y la Tecnología (Asociación de Mujeres Investigadoras & Tecnológicas)**,** Forward Fooding, EuroFintech**,** Escuela Técnica Superior de Ingenieros Agrónomos y de Montes de la Universidad de Córdoba (ETSIAM)**, Asociación Nacional de Ingenieros Agrónomos (ANIA), Consejo Superior de Investigaciones Científicas (CSIC) y FPlataforma Food for Live – Spain (PTF4LS), Organización Interprofesional Láctea, INLAC**

CATEGORIES

After the success of the first three editions, the call for the presentation of the candidatures remains open, **from July 15 to October 20 at 11:59 p.m**., whose regulatory bases of the awards establish six categories: 'Women's Award Agro, 'Woman Agro Youth Award', 'Woman Agro Company Award', 'Woman Agro Man Awards' and 'Woman Agro Entrepreneurship Award' and 'Woman Agro Food Tech Award'.

The jury, for its deliberation, will take into account not only the candidacy presented, which will be the basis of study, but also the entire business career of the company, woman or man who opts for the award.

Candidacy WOMAN AGRO

Those women whose projects and initiatives have distinguished themselves in Spain, both for their professional career and for the actions carried out in their fight for equality, will be able to present themselves. The actions undertaken during the last year in their fight for equality between women and men in the labor, social, political and economic sphere will be especially valued.

Candidacy WOMAN AGRO Youth

This candidacy aims to promote the generational change and highlight the figure of the young businesswoman and entrepreneur who stands out for her work in the agri-food sector; or researcher with initiatives or projects in the agri-food sector. Young people under 35 years of age may apply.

Candidacy WOMAN AGRO Company

Those private sector companies that have distinguished themselves for promoting equal gender opportunities in the agri-food sector and, in particular, for having promoted during the last year the development and consolidation of equality policies aimed at increasing representation will be able to attend. women in management teams and on boards of directors, as well as through work-life

balance programs.

Candidacy WOMAN AGRO Man

Those male figures who have stood out for their high degree of defense of women's rights and equal opportunities within a business organization and for their promotion of projects for the incorporation of women in the management bodies of the agri-food companies.

Candidacy WOMAN AGRO Entrepreneurship

Those projects aimed at promoting entrepreneurship and innovation in the agri-food supply chain, whose objective has been promoted by a woman or by a group of women from the business sector, may participate. The promotion of this impulse over the last year will be valued.

Candidacy WOMAN AGRO Food Tech

This category has its own bases and jury, made up of relevant organizations in the technological and research field, which will assess the projects presented from a technical and social point of view, and with the essential requirement that they be founded, co-founded, led or executed by a woman or women.

DEADLINE FOR SUBMISSION OF APPLICATIONS

The deadline for submitting applications is from July 15, 2021 to October 20, 2021 at 11:59 p.m. Applications must be sent by email to the following address:mujeragro@sieteagromarketing.com.

The same candidate may not be a candidate for more than one category, nor may he have been the winner in the category he opted for in previous editions.

Participation in the IV Women Agro Award implies acceptance of the bases of this call, as well as the decision of the Jury.