



**WNNW**

# WOMEN MAKING WAVES

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July 2015

**SPOTLIGHT OF THE MONTH**

**WOMEN BY THE NUMBERS**

From the hallowed halls of the U.S. Congress to small-holder farmers in Africa, women are at the helm of many of the major trends effecting food consumption and production. This month, we're highlighting the powerful work women are doing in the food industry around the globe.

For example, U.S. Congresswoman Debbie Wasserman Schultz (D-FL) has helped establish a [Vegetarian Lunch Club](#) at the Democratic National Committee. Staffers come together to share recipes and save money on lunch. In Rwanda, [Julie Carney](#), co-founder and the Country Director for NGO Gardens for Health International, is a celebrated social entrepreneur. She and her other female co-founders work on the public health crisis of malnutrition through a [curriculum](#) they co-created with local women. Their approach is to integrate agricultural and nutrition knowledge at health centers in chronically malnourished communities, as well as advocate for governmental policies that will help address this long-term development issue.

Across the globe, there are still many challenges women face when it comes to producing and preparing for themselves, their families and broader communities. For example, in many developing countries, women produce [45 to 80 percent](#) of all crops, are responsible for preparing [85 to 90 percent](#) of the meals and collectively spend [10 million](#) more hours a day collecting water than men, compounded with the fact that less than [20 percent](#) of women in these economies are land holders. These women face extreme [circumstances](#), including institutional discrimination against holding or inheriting land, access to government funding for better seed and micro loans from banks, as well as problems associated with drought and eroded land due in large part to climate change.

However, on the flip side, when policies are targeted to improve the conditions of women farmers, there can be dramatic results. One study found that if women's land and fertilizer usage matched male farmers', women's yields would increase by [20 to 30 percent](#), which could reduce world hunger by [100 to 150 million people](#). Women

# 10%

of world's aid for [agriculture, forestry and fishing](#) goes to women

# 805 million

people are [chronically malnourished](#) across the globe

# 93%

of [food-buying decisions](#) are made by women in the U.S.

# 90%

of hand weeding on small holder farms is [done by women](#), the most labor-intensive form of tilling land

# 75%

of agricultural labor in Cameroon is done by women, but they [own only](#)

farmers who are targeted by a [suite of services](#) including production, marketing and social interventions - are more likely to see marked and sustainable productivity. Major [companies](#) are also making investments to build capacity in their supply chains in order to include women-produced foodstuffs.

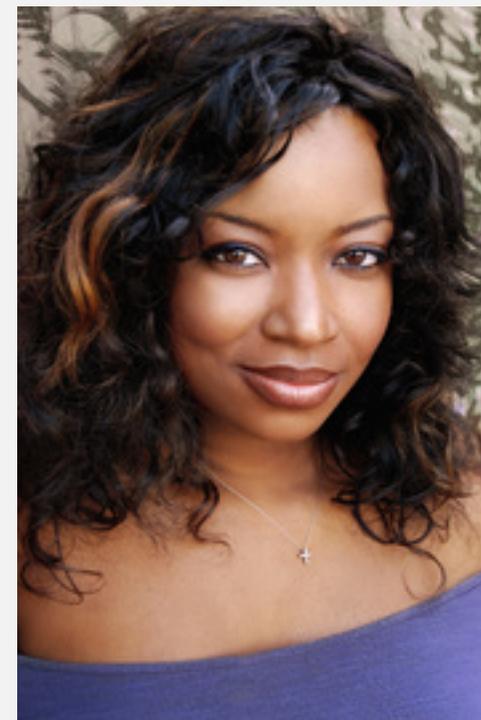
Choosing what's right to feed your family and controlling your own economic destiny is just as important in more developed economies. For example, two mothers found they had a better answer to the problem of unhealthy lunches in public schools in America. Kristin Groos Richmond and Kirsten Saenz Tobey created [Revolution Foods](#), which transformed their idea of providing access to fair and fresh food in schools. The company now makes more than a million meals a week and has annual revenues of [\\$100 million](#). Similarly, Shazi Visram founded [Happy Family](#) in an effort to create organic meals and snacks that grow as families do from infants to teens. In Africa, Monica Musonda left her counsel position at the Nigerian-based conglomerate Dangote Group in 2011 to start her own locally-sourced food company, [Java Foods](#), in her native Zambia. Her instant noodles are already market leading. On the pop culture side, TV personality and celebrity chef Bethenny Frankel built a food empire called [Skinny Girl](#), based on the idea that women face fast-paced lifestyles and crave snacks and drinks which taste good and are low on calories at the same time.

With the right support, women are making strides in food production and in the entrepreneurial space. Yet, it's important to underscore the constraints that women still face in the industry. Barriers include the lack of formal economic indicators taking into account women's value as care takers, unpaid labor, lack of access to capital, as well as sexism, which still plays a major role in thwarting gender parity in the industry. For example, in the culinary field, many female [chefs](#) struggle due to a lack of backers to help open their own kitchens in major food capitals.

Whether it's producing, managing or being the face of food and nutrition, women will fall short of their potential without additional government, societal and economic

[10% of the land](#)

## WOMEN TO WATCH



*Manoushcka Guerrier of Single  
Serving*

[Manoushcka Guerrier](#), a friend of Tupperware Brands, is a world renowned private chef who has been featured on Oprah's OWN Network and appeared on the Food Network show "Private Chefs of Beverly Hills." Her food philosophy

## WOMEN IN THE NEWS

### Mandated Gender Pay Reporting in the U.K.



*U.K.'s David Cameron makes a big move on eliminating the gender pay gap*

This month, U.K. Prime Minister David Cameron announced plans to pursue the mandatory disclosure of the average gender pay data for large firms (more than 250 employees). His goal is to eliminate the gender pay gap in a generation. Cameron acknowledges that this will help shed light on the difference in pay between men and women for the same job, but that more will need to be done by business and government to address women in lower-paying positions. This news comes on the heels of the announcement that the average pay gap went from 10 to 9.4 percent in the last year, and that the target of getting women into a quarter of the board rooms has been met in the U.K. However, the Women and Equalities Minister and other experts caution that specific targets will need to be mandated for these type of gender reporting to be effective. (Via [BBC](#))

is showcasing her native Haitian food with an international and personal flair that is all about women's empowerment. She started her blog, "[Single Serving](#)," in order to empower the single working female, as she describes it, she started her brand eight years ago because she saw single women were not being empowered in the kitchen to cook nutritious meals for themselves or to entertain their family and friends.

"That's why I named my company Single Serving. Just made me sad that we have made incredible strides and have been able to achieve incredible success outside of our homes, yet a successful woman would come home, stand alone in a kitchen in her Louboutins eating *Top Ramen* when she could be making an incredible meal for herself. Or instead of going out spending so much money on dinner and drinks she could've entertained at home with her friends. I don't think there is a greater way to share your love than with food."

## First Female NBA Coach to Lead Team to Summer Championships



*Becky Hammon makes strides for women on the basketball court*

The summer of female sports firsts keeps developing. Former WNBA player Becky Hammon became the first assistant coach in the NBA with the San Antonio Spurs a year ago, and now she is the first female head coach of the Spurs Summer League team. It looks like the Spurs will now be going on to the summer [championships](#). On future female coaches, Ms. Hammon recently remarked, "I don't know

if it has crossed their minds, but now that it's been done, I hope more will do it and more will come to chew on the idea that, 'Hey, maybe I want to do the coaching thing.'" (Via [Fortune](#))

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## Combating Female Genital Mutilation in Europe

Female genital mutilation (FGM) has effected over [100 million](#) women and girls across the world. A significant number of those girls are from immigrant populations in Europe who are sent back to their native countries during the summer to undergo the procedure. In the U.K. alone, 60,000 girls are at risk. In many cases, they are not aware of the outcome of the procedure or their right to refuse this egregious custom. With support from the British government, researchers from the University of Coventry

She is also confounded by the boys club that still plagues many culinary kitchens and the fact most male chefs get their starts from watching their mothers, aunts or grandmothers in the kitchen, but then don't acknowledge the talent of their fellow female chefs. She has seen in Haiti, and during her travels in more traditional cultures, that women "own" the kitchen, but that often doesn't translate to the rest of their lives. Her brand is aiming to change that thinking, one serving at a time.

## PURPOSE WATCH

### Removing Labels for a Social Message



*Coca-Cola takes a stand on labeling others*

released “Petals,” an app aimed at educating and empowering women and girls at risk for FGM. The app is particularly useful as it will self-destruct if the user shakes their phone, has no pop-ups and can be put in privacy mode. The app does not offer graphic images, but rather information about the procedure, women’s rights and resources, including law enforcement. This app coincides with other legislative efforts in the U.K. to penalize those that enforce the process, including jail time. (Via [The Huffington Post](#))

## TUPPERWARE BRANDS MAKING WAVES

### Tupperware Greetings from Moscow, Russia



*Rick Goings meets with management team members in Moscow, Russia*

Rick and Susan Goings traveled to Moscow, Russia in July to meet with the Tupperware CIS management team and some remarkable sales force members. Rick was able to speak with regional sales managers and distributors over two days of meetings, discussing keys to success, becoming a formula driven business, the core of the Tupperware model and creating and implementing a business template that is simple, consistent and scalable.

Coca-Cola is a brand that is not afraid of adorning or changing its iconic bottles and cans for messages - from Christmas additions to name personalization to green environment bottles. This year, during the last week of Ramadan in the Middle East, Coca-Cola changed its can logo to read “Labels are for cans not for people,” as part of its “Let’s take an extra second” [campaign](#) -- a viral multicultural video campaign that calls for people to take additional time before making swift judgments about others. Coca-Cola is not a stranger to using social messages to relay the universality of Coca-Cola as a product that crosses cultural and [geographic barriers](#). (Via [CNN](#))



*Susan Goings shares stories of Tupperware women around the globe*

Susan Goings also spoke to the group about the power of Chain of Confidence, telling stories of the strong women (and men) she's met on the road. Susan discussed how at Tupperware, as she meets women in different parts of the world, whether in emerging or established markets, it's powerful to see that these women have so much in common. The same basic needs and desires exist in all

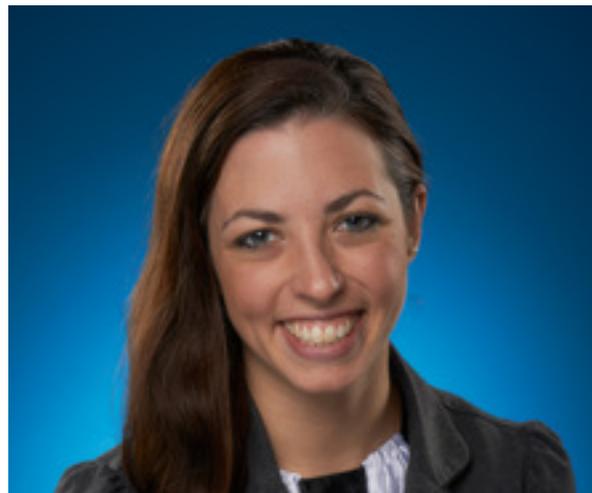
of us. This is exemplified in our Chain of Confidence stories from around the world, such as Russia's [Natalia Serbina](#) and South Africa's Lucia Mohlabi (who we featured in our last newsletter issue).

You can view more Chain of Confidence stories at <http://www.chainofconfidence.com/>.

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## Tupperware Woman of the Month

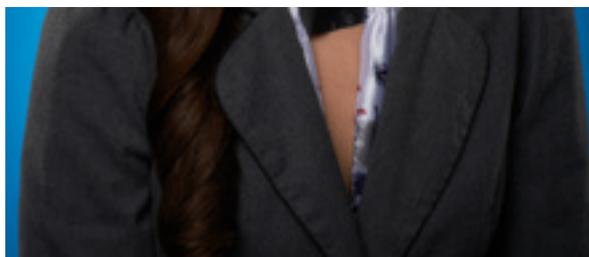
*This month, in honor of our food theme, we're featuring one woman who brings her creativity to the kitchen for Tupperware Brands. Meet Erica Brotherton, Home Economist for Tupperware U.S. & Canada.*



### 1. How did you first fall in love with cooking?

Actually, it was in college. I didn't grow up loving to help my mom in the kitchen, although she probably would have wished for the opposite (there was actually a period of time where I wouldn't touch chicken, raw or cooked).

I took a food science lab in college and we had to learn the science behind why and how different ingredients affected the outcome of your final product. For example chocolate chip cookies made with baking soda vs. baking powder, butter vs. oil etc. I was hooked. I loved learning exactly how the ingredients I chose would affect my final dish. That class led me to an undergraduate degree in food science and hospitality, after which I decided to continue and go to culinary school.



*Erica Brotherton, Tupperware U.S. & Canada's Home Economist*

### 2. What is your favorite part about working as a Tupperware recipe developer? Do you have a favorite recipe or product?

In the test kitchen we joke that it wasn't a successful day if everything worked, which is one of my favorite things about developing recipes for Tupperware. After having numerous ideas fail I'll try something that I think won't work and it'll turn out to be my new favorite recipe. Currently I am loving the Microwave Pressure Cooker. Dinner guests are always so intrigued and amazed by it, so I'm always looking for a reason to cook with it. You can see one of my favorite recipes below.

### 3. Are there women entrepreneurs in food or lifestyle that you admire, why?

I'm not sure if she would be considered an entrepreneur but I'd have to say I admire

Shirley O. Corriher. She is a female version of an Alton Brown or Harold McGee, and combines her background in chemistry to write about the hows and whys of cooking and baking.

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## OJ Beet Salad

Serves 4

Serving size: 3–4 slices

Prep: 5 minutes

Cook: 10 minutes

### *Ingredients:*

- 3 beets, peeled
- 1 cup orange juice
- 1 tsp. coarse kosher salt
- ¼ cup walnuts, toasted
- ¼ cup crumbled goat cheese
- Mixed greens of your choice

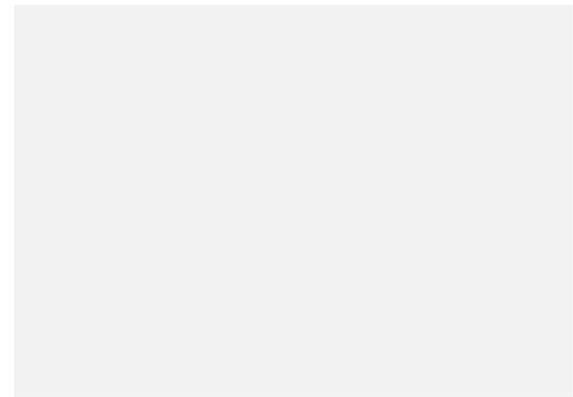


*OJ Beet Salad*

1. Set Mandoline round knob to #9, triangle knob to “lock” and select the straight v-shaped blade insert.
2. Secure beet to food guider. Push food guider down Mandoline to slice beets into discs. Repeat with remaining beets.
3. Place sliced beets in base of Microwave Pressure Cooker and pour orange juice and salt over them.

4. Seal and microwave on high power 10 minutes. Remove from microwave and allow pressure to release naturally until red pressure indicator fully lowers, about 4–6 minutes.

5. Top with walnuts and goat cheese. Serve over mixed greens with orange wedges and another splash of orange juice, if desired.



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