In this presentation, Dr. Cruz-Torres will provide a close examination of the historical and contemporary participation of women in Mexico’s seafood industry through their livelihoods as seafood traders; their control and use of urban public space; their struggle for organizational and collective action; their familial and household dynamics crucial to their livelihoods; and the many social, political, and economic challenges they face. It traces the rugged and often times blazing path of a group of women shrimp traders (Changueras), from their beginnings as stigmatized street peddlers to their self-formation as politically influential unionized workers, and finally as icons of the local popular culture.