



The future is fair

Fairtrade & Bananas

For 30+ years, Fairtrade has driven social justice through trade. We understand supply chain challenges and have the ability to convene the right partners to find innovative solutions. Fairtrade remains the most recognized and trusted certification mark, with consumers overwhelmingly indicating that they have a positive impression of a brand that carries the FAIRTRADE Mark.

The Fairtrade Standards are robust requirements that need a holistic approach to sustainability, meeting social, economic and environmental goals. The Standards are developed through intense consultation with all stakeholders, including producers, civil society, and commercial partners, and are independently audited throughout the entire supply chain.

Why Fairtrade Bananas?

Fairtrade is better for everyone: quality products that build quality of life for all. We build mutually beneficial relationships that lead to sustainable practices in stronger supply chains.

Fairtrade ensures a brighter future for banana farmers and workers, and fairer, sustainable supply chains for your business. Fairtrade is the only major certification scheme with a minimum price – a crucial safety net for producers and a way to build their resilience amid rising costs and persistently low market prices. We annually collect accurate data on producer's costs of sustainable production. Producers also receive an additional Fairtrade Premium, which they invest in projects of their choice to improve their businesses, communities and livelihoods.



**Living income
and living wages**



**Sustainable
banana farming**



**Farmer and worker
empowerment**

Fairtrade by the Numbers

63%

of Fairtrade bananas are
also certified organic

37%

of Fairtrade banana farmers
and workers on banana
plantations are women

36,482

farmers and workers in 258
banana producer organizations

€193 million

in Fairtrade Premium
generated since 2015

**16 banana
companies**

contributed financially to
set up an emergency COVID-19
diagnostic test center in 2020.



Partnership Supports Climate Adaptation, Opportunities for Women

Fairtrade, in partnership with small-scale banana farmers in Peru and the Dominican Republic, has launched a €1 million project, including €500,000 from the French Development Agency and €300,000 from Carrefour. The project is aimed at creating new approaches to address climate change, to improve natural resource management and soil fertility and to diversify its agriculture and promote the involvement of women and youth in banana production. The project will support 11 Fairtrade banana producer cooperatives in the Dominican Republic and Peru reaching 10,000 beneficiaries – 1059 farmers, plus their families and communities for three years.



Living Income and Living Wages

Fairtrade is pioneering work on decent livelihoods and decent work for all. The Fairtrade Base Wage, introduced in July 2021, is a significant step towards a living wage for thousands of banana workers, with plantations also required to negotiate a plan to progress to a full living wage. In addition, businesses can partner with us to calculate and bridge the living wage gaps in their supply chains by paying a voluntary Living Wage Differential, with all payments verified by independent certifier, FLOCERT. **We also offer tailored programmes to address key challenges such as gender pay gaps and productivity.**

On small-scale farms, Fairtrade aims to close the living income gap through increasing productivity and building efficient producer organizations, and continuing to advocate for sustainable prices across the banana sector.

Sustainable Banana Farming

Fairtrade's Standards support banana producers to farm sustainably and adapt to climate change, while targeted programmes enable them to improve their practices further. The Productivity Improvement Programme (PIP) for example, has supported small-scale banana farmers in seven countries to recover the health of depleted soils and increase the fertility and productivity of their farms. Implemented since 2015 by Fairtrade's producer network for Latin America and the Caribbean (CLAC), 42 producer organizations and 330 producers have benefited directly. **Yields have increased on average by 36 percent per hectare**, and production costs have been lowered through the project, leading to higher incomes for farmers.

Producer and Worker Empowerment

Fairtrade promotes the strengthening of producer organizations, supporting them to provide better services to their members and communities. On plantations, we support workers to know their rights, and promote dialogue between employers and workers. Farmers and workers are best placed to understand their priorities, which is why we assure that the **Fairtrade Premium is invested democratically**. Over the years, premium use has taken many forms, from low-interest loans, to subsidized medical care, scholarships, cash payments, and more.

Fair is working together

Fairtrade offers multiple ways that companies and brands can put their values into action. Work with us to transform your supply chain and discover what is fair.

For detailed information, visit www.fairtrade.net/act/fairtrade-for-business or contact your local National Fairtrade Organization.

