



Top challenges in banana production

- 1 Low wages for banana workers
- 2 Restrictions on workers' right to organize themselves
- 3 Environmentally hazardous agrochemicals handled without adequate protection
- 4 The rising cost of production, as well as a stagnation in prices

Where is Fairtrade focusing its efforts?

- ✓ Ensuring a living wage* for all banana workers

* A living wage is a wage that covers the basic needs of workers and their families, including food, clothing, shelter, healthcare, education, transport to work, and a little extra for unforeseen circumstances.



THE IMPACT OF FAIRTRADE



Steps in achieving a living wage for all banana workers

Fairtrade sets a base wage minimum of 70% of the take-home pay needed for a living wage. Fairtrade is the first standard setter to put such a base wage in place for fresh fruit and take a concrete step towards achieving a living wage for banana workers.

The changes mean wages will increase by up to 15% for thousands of workers in origins where workers currently earn less than the Fairtrade Base Wage.



Delivering training on climate change adaptation

CLAC's* Program of Increased Productivity (PIP) initiative seeks to help small producers create and increase productivity. PIP helps to:

- Increase productivity by increasing soil health.
- Lower external costs by using fewer agrochemicals and conserving water.
- Reduce the use of plastic bags at farm level.

* CLAC is the Producer Network for the Latin American and Caribbean region and co-owns the Fairtrade International system. Producer Networks are regional associations that Fairtrade certified producer organizations may join if they wish.



Global study on the hidden costs of banana production

Fairtrade commissioned a first-ever study on the hidden social and environmental costs* of banana production. The study found that:

60% of the external costs are social costs, things like insufficient wages or social security for workers.

40% of the external costs are environmental costs, like land occupation, water depletion, and climate change.

The average external costs for Fairtrade producers are 45% lower than sector average producers.

* Hidden costs, also called external costs, are costs not included in the price you pay for a product.



The Corporación Rosalba Zapata Cardona Colombia

Story from the field

One of the projects financed with Fairtrade Premium funds include a credit program that supports workers who want to develop businesses.

In 2018, a total of 343 people received a grant through this program. Nearly 161 million Colombian Pesos (more than \$63,000 CAD) was invested to support budding entrepreneurs.

Roque Ditta was one of the entrepreneurs who benefitted from the program. Thanks to the credit program, he was able to open a motorcycle repair shop in his neighbourhood.



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[The Fairtrade] base wage means for us more access to health, education, self-improvement, happiness, and motivation to continue working. With perseverance, hard work, and a living wage, anything can be achieved.

- María Jorge
Banana worker and a leader in the Fairtrade Worker Network in the Dominican Republic

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BANANAS

