



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?

Partnering with Fairtrade means teaming up with the worlds most recognised and respected ethical label. Together we are pushing for fairer incomes and wages for banana producers to plan for the long -term.

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.



Sustainable livelihoods



Sustainable supply chain



Equity & inclusion



Environmental sustainability



Decent work

## 2024: Fairtrade by the numbers

**66%**

of Fairtrade bananas are also certified organic (2024)

**18.6%**

of Fairtrade banana farmers and workers on banana plantations are women (2023)

**35,516**

farmers and workers in 263 banana producer organisations

**€339.3m**

in Fairtrade Premium generated since 2015

**14%**

of the SPO Premium spent on environmental benefit went into organic production, water preservation and quality, climate adaptation and mitigation

**42 banana companies**

participated in Productivity Improvement Program (PIP) increasing their average productivity by 23%

## 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. Beside the payment of a Base Wage, the Fairtrade Standards also allow up to 30% of the Fairtrade Premium to be equitably disbursed in cash among all workers, in order to bridge the gap towards a 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 32 percent per hectare, and production costs have been lowered through the project, leading to higher incomes for farmers.

## Decent work for banana producers

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](http://www.fairtrade.net/act/fairtrade-for-business) or contact your local National Fairtrade Organisation.



## 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 €800,000 from a retailer and a development agency. 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 has implemented 10 bioferment plants in 10 banana cooperatives. The project has also implemented trainings for Cooperative Management and for Women Leadership.

