



FAIRER FRUIT

FAIRTRADE'S IMPACT IN THE
BANANA INDUSTRY



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INTRODUCTION

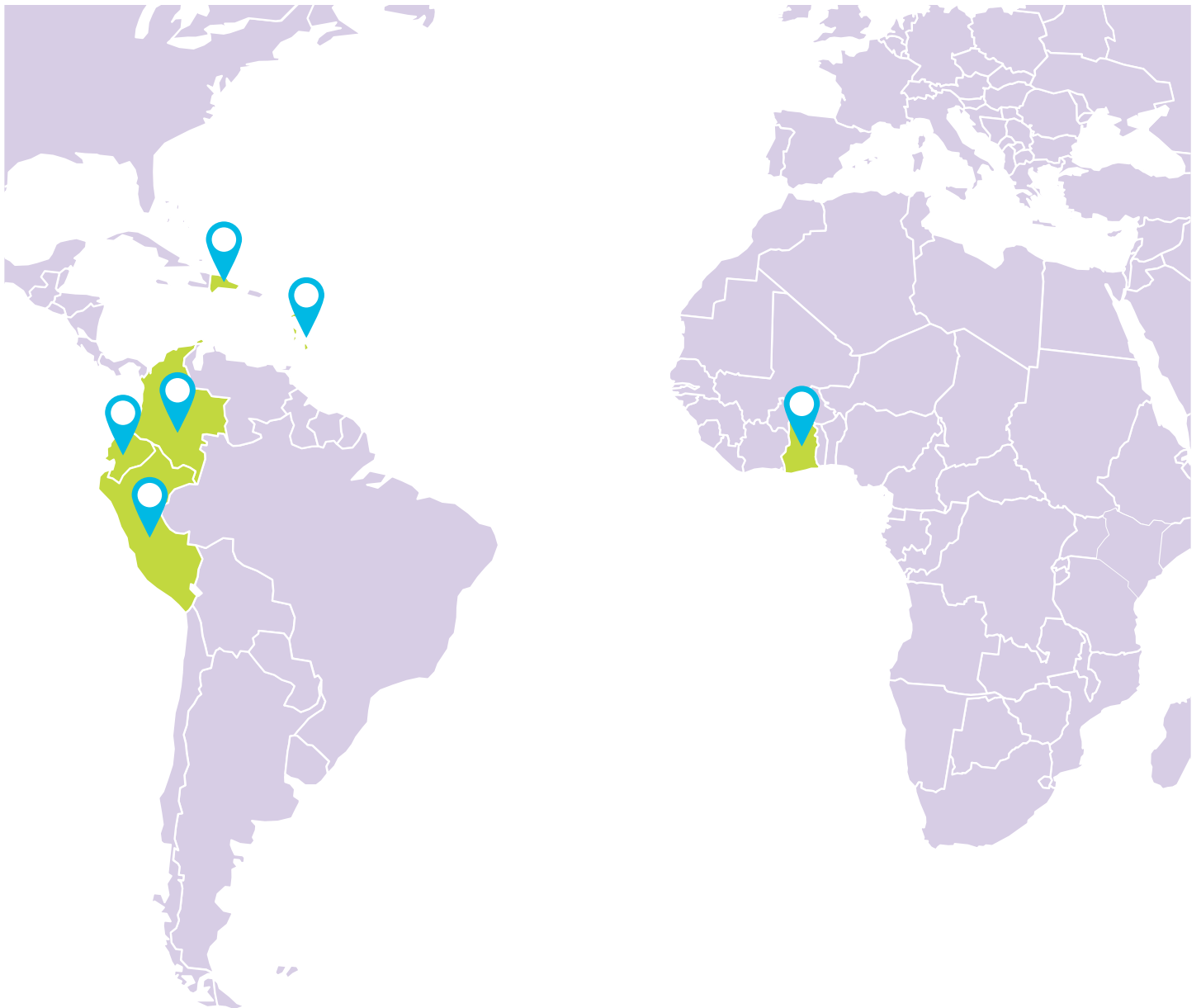
Bananas have played an important part in Fairtrade's story for more than 20 years. There are currently **22,000** banana farmers and plantation workers in the Fairtrade system, working in **68 certified co-operatives** and **55 certified plantations**.



*Fabio Rafael Payero, banana farmer, BANELINO, the Dominican Republic.
Seen here holding a young banana plant in a nursery near his home*

In this impact report, we've mapped our research to Fairtrade's aims, as set out in our Theory of Change. Businesses can see where their investments are having an impact for banana farmers and workers around the world, and learn what we can do to deepen that impact.

We draw on five studies, including the latest research *Fairtrade certification in the banana hired labour sector*, with research covering Colombia, Ecuador, Peru, the Dominican Republic, the Windward Islands and Ghana.





AT A GLANCE


Below is a snapshot of Fairtrade's impact in the banana industry, based on research. Fairtrade has been found to improve livelihoods, with positive impacts on income for banana farmers and benefits for workers on plantations, as well as better living standards, food security and wellbeing for both. Small producer organisations have been strengthened through Fairtrade, and many now share the costs and risks of banana production with their members. Studies also found an improved sense of ownership, communication and trust for workers on many Fairtrade plantations.

There are areas where Fairtrade can continue doing more to deepen impact. That includes continuing to work towards living wages for workers, improving knowledge of Fairtrade and encouraging use of the Fairtrade Premium to benefit communities, women and youth. There is also more to be done to support vulnerable groups of workers, improve productivity for farmers and increase cost transparency.


The final section of this report, *Fairtrade in the future*, shows how we will prioritise driving impact in the coming years.


SMALLHOLDER FARMERS IN COLOMBIA REPORTED AN AVERAGE
34% 
INCREASE IN INCOME DUE TO THEIR AFFILIATION TO FAIRTRADE³


OF SMALLHOLDER PRODUCER ORGANISATION MEMBERS SURVEYED IN ECUADOR SAID THEIR INCOME AND WELLBEING HAD IMPROVED IN THE LAST THREE YEARS⁹

78%
OF WORKERS INTERVIEWED IN ECUADOR SAID THEIR HEALTH AND NUTRITION HAVE IMPROVED IN THE LAST THREE YEARS²³


99%
OF CO-OPERATIVE MEMBERS SURVEYED IN COLOMBIA SAID THAT FAIRTRADE IS A GREAT CONTRIBUTOR TO MAKING FAMILY AGRICULTURE MORE ATTRACTIVE⁵¹


96%
OF BANANA SMALLHOLDERS SURVEYED IN COLOMBIA SAID THAT THEIR ECONOMIC SITUATION HAD IMPROVED SINCE JOINING FAIRTRADE⁹


98% 
OF WORKERS ON FAIRTRADE PLANTATIONS IN COLOMBIA REPORTED FEELING A SENSE OF JOB SECURITY, COMPARED TO 9% ON NON-FAIRTRADE PLANTATIONS³³

SMALLHOLDERS IN COLOMBIA RECEIVE AN AVERAGE OF

 **31 DAYS**  **OF TRAINING EVERY YEAR⁵⁸**

IN GHANA,
65%
OF WORKERS ON FAIRTRADE PLANTATIONS STATED THAT GRIEVANCE AND SEXUAL HARASSMENT POLICIES HAVE IMPROVED⁶⁹

91%
OF THE WORKERS IN COLOMBIA SAID THEIR HOUSEHOLD ASSETS HAVE INCREASED BY AN AVERAGE OF 64% SINCE THEIR PLANTATION BECAME FAIRTRADE CERTIFIED¹⁵


 **SIGNIFICANTLY MORE**
WORKERS ON FAIRTRADE PLANTATIONS IN COLOMBIA ARE AWARE OF SEXUAL HARASSMENT POLICIES – 71% COMPARED TO 60% ON NON-FAIRTRADE PLANTATIONS⁴⁵

83%
OF THE SMALLHOLDERS SURVEYED IN COLOMBIA INDICATED THAT THEIR CO-OPERATIVE SHARES THE COSTS AND RISKS OF BANANA PRODUCTION WITH THEM⁷⁹

WHY THE BANANA INDUSTRY NEEDS FAIRTRADE

THE BANANA HERE IN OUR REGION REPRESENTS 70 PERCENT OR 80 PERCENT OF EMPLOYMENT. IF WE DIDN'T HAVE THE BANANA... IT WOULD BE CATASTROPHIC... IMAGINE IF THE CO-OPERATIVES DISAPPEARED, HOW MANY PEOPLE WOULD BE WITHOUT A JOB AND WHAT THE CONSEQUENCES OF THAT WOULD BE.

Albeiro Alfonso 'Foncho' Cantillo (below), banana farmer, COOBAFRIO, Colombia

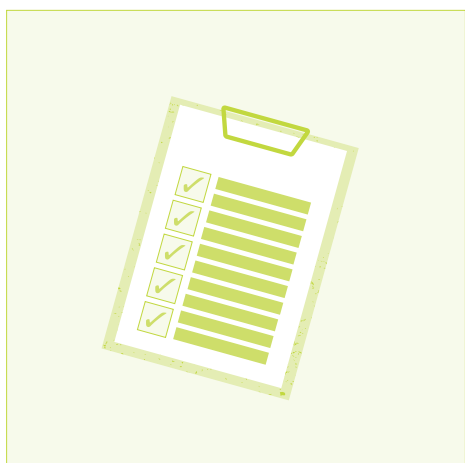


Bananas are said to be the world's favourite fruit. They are also the backbone of many developing countries' economies, with an estimated global export value of \$7 billion.¹ The banana industry provides employment for tens of thousands of people in Latin America, the Caribbean, south-east Asia and West Africa.

However, there are many challenges. Smallholder farmers struggle with rising costs of production, falling prices for their crop, the severe impacts of the changing climate and competition with large farms. Workers on plantations often receive low wages that fail to cover their costs for food, clothing and education, and often have to contend with basic housing, poor working conditions and a lack of job security.

HOW FAIRTRADE SUPPORTS PRODUCERS

In 2013-14, Fairtrade producers earned **€19.1 million** in Premium. Small producer organisations generated almost **€12.7 million** of this, investing **36 percent** in services for farmers, such as training, providing tools and inputs, and credit and finance services.²



The **Fairtrade Standards** are designed to enable certified banana farmers to increase their income and gain more control in banana supply chains. For workers on certified plantations, the Standards aim to improve worker empowerment, employment conditions and protect their rights, as well as push for living wages.



The **Fairtrade Minimum Price**, set by country, acts as a safety net against unpredictable market prices and aims for growers to be paid a price that covers their average costs of sustainable production.



Producer organisations, both smallholder farmer co-operatives and plantations, supplying Fairtrade markets also receive the **Fairtrade Premium**, an extra payment earmarked for business or community investments. For workers on plantations, 20 percent of the Premium can be used for cash payments, or up to 50 percent if the majority are migrant workers.

FAIRTRADE'S IMPACT: THE EVIDENCE SO FAR

Fairtrade has invested in a number of independent research studies to explore our impact for banana farmers and workers, and measure the difference we're making. Fairtrade's Theory of Change, a framework that sets out our vision and how we can get there, has three main goals – sustainable livelihoods, empowerment and making trade fair.



To achieve these goals, we aim to bring about change in a number of areas for both smallholder producer and hired labour organisations:

- **Livelihoods** – improved income, wellbeing and resilience among small producer and worker households.
- **Gender and youth** – enhanced gender equality and intergenerational sustainability in rural communities.
- **Environment** – increased environmental sustainability and resilience to climate change.
- **A stronger voice** – dignity and voice for smallholder producers and workers at local, national and global levels.
- **Fair terms of trade** – transparency and equitable distribution of risks and rewards in supply chains.
- **Good practice** – fairness and sustainability embedded in business practices, policy and societal norms for production and consumption.

LIVELIHOODS

Improved income, wellbeing and resilience among smallholder producer and worker households.



SMALLHOLDER FARMERS
IN COLOMBIA REPORTED
AN AVERAGE

34%



INCREASE IN INCOME DUE
TO THEIR AFFILIATION TO
FAIRTRADE

Banana farmer Albeiro Alfonso 'Foncho' Cantillo's finca near Río Frio, Magdalena, Colombia

“BEFORE, WE USED TO LOSE MONEY. OUR LIFE SYSTEM HAS CHANGED – WE NOW HAVE NOT ONLY SECURITY BUT ALSO HOPE. WE SEE A BETTER FUTURE AND OUR LAND’S VALUE HAS INCREASED THANKS TO THE INFRASTRUCTURE PROJECTS THAT HAVE TAKEN PLACE.”

Martha Cecilia Bolaño Bernal (below), banana farm owner and founding member of BANAFRUCOOP, Colombia



FARMERS

A study in Colombia revealed how smallholder banana farmers felt that **being part of Fairtrade had resulted in an important increase in their annual household income** – an estimated average of 34 percent.³

This was alongside other economic benefits such as **improved cash flow, access to credit and promoting a savings culture**. Research showed a similar story in the Dominican Republic, where 75 percent of banana farmers surveyed felt they were now able to save money.⁴ Premium investments, such as improving drainage and irrigation infrastructure or to reduce the price of fertilizers and fuel, have also **enhanced farm productivity and lowered production costs for farmers**, which has had a significant effect on incomes.⁵

THE ORGANIC AND FAIRTRADE MARKETS ARE KEY FOR THE PROTECTIVE STRATEGY OF PRODUCERS BECAUSE THEY OFFER MORE STABLE PRICES.

Producer from the Dominican Republic

In Ecuador and the Dominican Republic, **the Fairtrade Minimum Price was found to have a stabilising effect on incomes during market price fluctuations**, rather than significant increases.⁶ However, research has shown that economic impacts were often concentrated where there were high levels of productivity. This indicates that sales volumes are important for Fairtrade banana production to be financially sustainable.⁷



OF SMALLHOLDER PRODUCER ORGANISATION MEMBERS SURVEYED IN ECUADOR SAID THEIR INCOME AND WELLBEING HAD IMPROVED IN THE LAST THREE YEARS⁸



96%

OF BANANA SMALLHOLDERS SURVEYED IN COLOMBIA SAID THAT THEIR ECONOMIC SITUATION HAD IMPROVED SINCE JOINING FAIRTRADE⁹



Increases in household income and stability for smallholder banana farmers have led to improvements in living standards and wellbeing levels. In the Dominican Republic, 75 percent of banana farmers said their standard of living had improved as a result of being a member of the Fairtrade co-operative.¹⁰

In Colombia, 98 percent of farmers surveyed felt their quality of life had improved since becoming part of Fairtrade, with housing improvements, purchases for the home and improved access to health and education.¹¹ Increases in income have also led to improved food security,¹² an issue tackled by targeted Premium-funded projects too.

Research has shown that the **Premium is seen as key to bringing about many improvements, particularly access to loans and credit. The Premium has also contributed to community development**, such as building and maintaining schools, clinics, water tanks and roads, and providing educational and medical supplies. Investments in local infrastructure in rural areas in Peru, for example, have been shown to bring about greater communication with other communities through improved roads.¹³

Fairtrade accordingly had an important impact on the banana farmers, offering them the unique opportunity to not only think about how they could improve the living conditions in their communities but also by giving them the opportunity to put their plans into practice.¹⁴

Center for Evaluation (CEval), Saarland University



FOOD FOR THOUGHT

Banana co-operative BANELINO in the Dominican Republic has rolled out training in schools and with families to ensure that local communities are aware of the importance of nutrition and healthy diets. The co-operative has also funded the creation of 150 family allotments, as well as school allotments in six schools in the region, so that people have the means to improve their family's diet and enhance their food security.



A kindergarten canteen, BANELINO, the Dominican Republic

WORKERS

91%

OF THE WORKERS IN COLOMBIA SAID THEIR HOUSEHOLD ASSETS HAVE INCREASED BY AN AVERAGE OF 64% SINCE THEIR PLANTATION BECAME FAIRTRADE CERTIFIED ¹⁵



Fairtrade has been found to have a positive impact on the economic situation, living standards and wellbeing of workers. In Ghana, Colombia and the Dominican Republic, **Fairtrade certification has contributed towards workers' income through a number of benefits** such as food, education, transport and healthcare, primarily as a result of Premium investments.¹⁶ **There is also some evidence of better housing and greater opportunity for workers to save money.** In Colombia, Premium investments have raised demand for local goods and services, stimulating local employment and the regional economy.¹⁷



“...we used the Fairtrade Premium for education. I, along with others, have received training in how to do batik printing on fabrics and how to make a soup, which all contributes to an extra income.”

Mabel Matetsu (above) is the first woman to occupy the foreman post at Volta River Estates Limited, Ghana

In Colombia, over half of the banana plantation workers interviewed said that their housing had improved with the help of the Premium and 68 percent of the households have received at least one education scholarship.¹⁸ Workers have also used the Premium to improve their food security. In Ghana, they felt that before the Premium was used as a food subsidy, there was more absenteeism because of the lack of food or money to buy food.¹⁹

Workers on Fairtrade plantations in Colombia and the Dominican Republic appear to be more satisfied with their standard of living.²⁰ All workers involved in one study in Colombia thought that their quality of life with Fairtrade is better than before and most think the same about their current economic situation.²¹ In the Dominican Republic, Fairtrade workers are more satisfied with their standard of living, have more savings and are on average more food secure.²²

Research in Colombia has shown that **Fairtrade has generated jobs** in the regions studied by playing a part in reactivating banana exports, resulting in higher, more stable workers' incomes.²³ In the Dominican Republic, **Premium investments have been used as cash payments for workers to boost household income.**²⁴ However, although Fairtrade's contribution to benefits and working conditions is positive, impact on primary paid wages is currently limited.^{25,26}

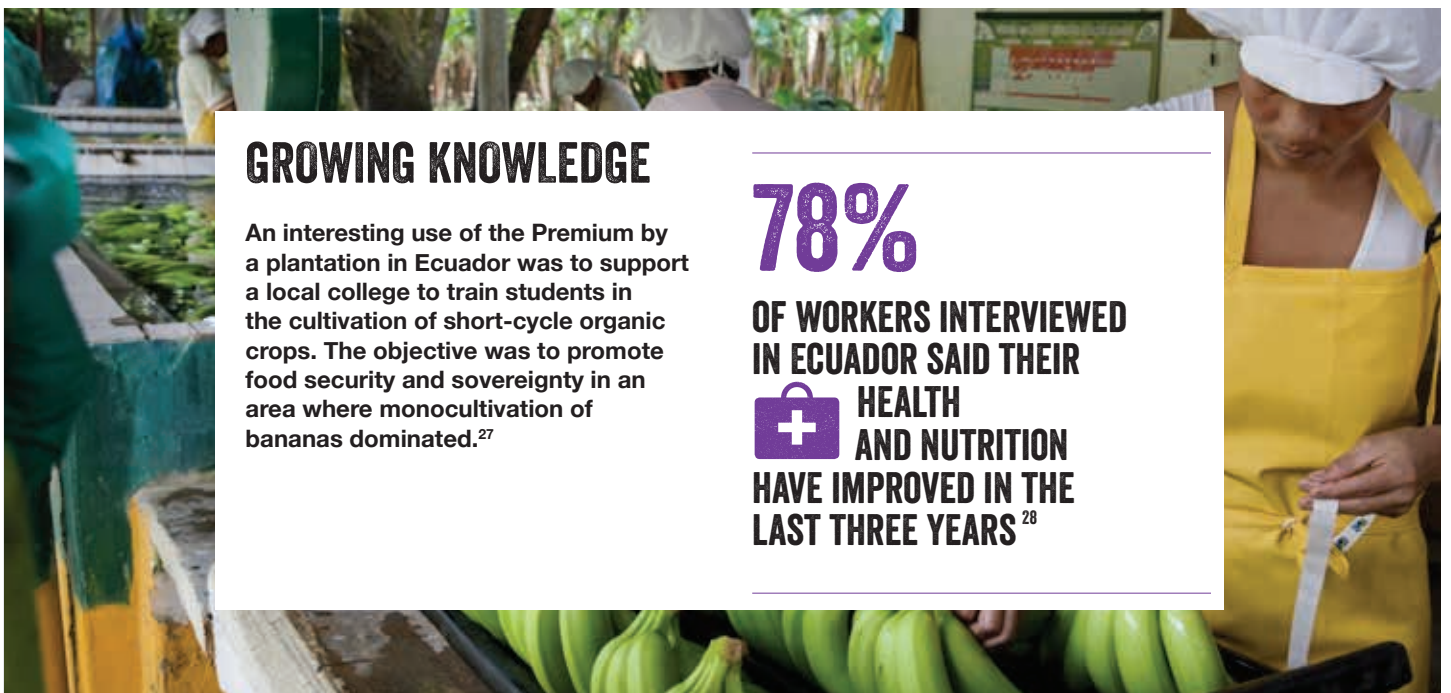
GROWING KNOWLEDGE

An interesting use of the Premium by a plantation in Ecuador was to support a local college to train students in the cultivation of short-cycle organic crops. The objective was to promote food security and sovereignty in an area where monocultivation of bananas dominated.²⁷

78%

OF WORKERS INTERVIEWED IN ECUADOR SAID THEIR

HEALTH AND NUTRITION HAVE IMPROVED IN THE LAST THREE YEARS ²⁸



FAIRTRADE AND LIVING WAGES

Ensuring workers earn a living wage is essential for Fairtrade to achieve its goals. A living wage is broadly defined as the amount of remuneration, which includes wages and benefits, a worker receives for a standard working week that is sufficient to provide a decent standard of living for them and their family.

Fairtrade is playing an active role in a coalition of certification schemes working to develop living wage benchmarks for the regions in which we operate.

In 2014, we improved our Hired Labour Standards to make sure there is progress towards living wages and to protect workers' rights on collective bargaining so that they can negotiate on wages. Workers can now also choose to use 20 percent of the Premium as cash payments. A recent report by Oxfam on living wages highlighted Fairtrade as the certification scheme that has done the most to make its commitment to living wages clear.²⁹

Fairtrade is also working on specific living wage projects in the banana sector in Ghana and the Dominican Republic, encouraging greater communication between employers and trade unions to discuss better wages and supporting training for local union workers.



Fernando Batiro, BANELINO, the Dominican Republic

98% 

OF WORKERS ON FAIRTRADE PLANTATIONS IN COLOMBIA REPORTED FEELING A SENSE OF JOB SECURITY, COMPARED TO 9% ON NON-FAIRTRADE PLANTATIONS ³³

The wellbeing of workers on Fairtrade plantations has also improved, according to research. A total of 60 percent of workers on Fairtrade plantations in the Dominican Republic indicated a big improvement in terms of job satisfaction since they started working at the plantation compared to 20 percent on non-certified plantations.³⁰

Fairtrade workers in the Dominican Republic and Colombia **have reported feeling greater job security** than non-Fairtrade workers.³¹ And research in Colombia revealed that all workers on the Fairtrade plantations studied had employment contracts, in contrast with just 16 percent noted on non-Fairtrade plantations.³²

Fairtrade has also brought an important positive change to the workers on smallholder farms in Peru. Now that the banana co-operatives are no longer subcontracting the fruit packing, the majority of workers are now on permanent contracts. This has resulted in an increase in living standards for the workers as they now benefit from health insurance, leave entitlement and more job security.³⁴



**MOVING FORWARD:
RESEARCH
RECOMMENDATIONS
TO DEEPEN IMPACT
IN LIVELIHOODS**

- **Focus on maximising yields** – smallholder producer organisations in Colombia were encouraged to put in place strategies to support members to maximise yields and focus on raising incomes and food security for farmers experiencing poverty and those with small farms.³⁵
- **Develop alternative finance models** – co-operatives were encouraged to put in place ways to finance their operations to reduce their reliance on the Premium, for example through buying business assets.³⁶
- **More strategic use of the Premium** – for both farmer and worker organisations, particularly greater investment in community-level projects and seeking opportunities to work in partnership with other organisations and local authorities, and securing co-funding.^{37 38}
- **Responsibilities of management** – on plantations, it is important that the management continues to fund projects to promote the social wellbeing of hired workers, relatives and the community that are supplemented by Premium-funded investments.³⁹
- **Fairtrade and business should continue working towards living wages.**⁴⁰
- **Improve knowledge of Fairtrade** – boost awareness among workers of the benefits and worker rights that Fairtrade certification and the Premium brings.⁴¹

See p28 for how Fairtrade plans to move forward in 2016-2020

GENDER AND YOUTH

Enhanced gender equity and intergenerational sustainability in rural communities.

WOMEN NEED TO BE SUPPORTED TO BE PART OF THE BOARD, TO BE ABLE TO PARTICIPATE. WE SHOULD TEACH WOMEN MORE ABOUT ORGANISATIONAL STRUCTURES AND THE ROLE OF THE BOARD. YOU CAN'T ASPIRE TO SOMETHING IF YOU DON'T KNOW WHAT IT IS.

Woman producer organisation member, the Dominican Republic

Fairtrade has made some progress in enhancing gender equity, although there is still some way to go for long-term impact.

Research has shown that banana farming (particularly in the Dominican Republic) is still a male-dominated activity, with cultural attitudes considering it an inappropriate activity for women, and women not feeling capable of performing certain tasks.⁴²

However, for smallholders in Colombia, a study found that job opportunities for women are higher in Fairtrade farms than in non-Fairtrade farms, mainly due to new washing and packing stations. Many

Fairtrade households also have diversified sources of income through women's work outside of agriculture, which was not seen in non-Fairtrade households.⁴³

In Peru, gender committees have been found to bring about positive changes for women. The committees are unique to banana co-operatives in the region and aim to support them to sell handicrafts and become more independent through their own income. However, the committees' ability to influence traditional views about gender roles is limited and women banana farmers often have little free time to take part.⁴⁴



Sandra Vargas, a worker in Guidom's packing plant in the Dominican Republic, selects and cuts banana bunches

SIGNIFICANTLY MORE

WORKERS ON FAIRTRADE PLANTATIONS IN COLOMBIA ARE AWARE OF SEXUAL HARASSMENT POLICIES – 71% COMPARED TO 60% ON NON-FAIRTRADE PLANTATIONS⁴⁵

On plantations in Ecuador, Fairtrade has meant that labour rights for women have been taken into consideration, or more formally guaranteed, with policies to prevent sexual harassment or abuse. Women workers reported that this had encouraged them to report cases of sexual harassment.⁴⁶

Research has shown that the difference between salaries for men and women is lower on Fairtrade plantations in Colombia than the average for the banana industry, although the salaries of men were still generally higher than women's.⁴⁷ These plantations also have a maternity policy and offer services for women such as training in topics such as savings, agricultural activities, family relationships and food handling.⁴⁸ These projects are often funded using the Premium. However, one study concluded that women workers on Fairtrade plantations are no better or worse off than those working on non-Fairtrade plantations.⁴⁹

Fairtrade has put a new gender strategy in place to develop and strengthen our approach to achieving long-term impact on gender equality.

FAIRTRADE BRINGS BENEFITS AND EMPOWERS US WOMEN. THROUGH THE FAIRTRADE PREMIUM WE HAVE BEEN ABLE TO LEARN A LOT ABOUT TRADE BECAUSE WE HAVE BEEN GIVEN TRAINING. NOW I AM PROVIDING FOR MY HUSBAND, IT USED TO BE THE OTHER WAY AROUND.

Fati Bramah (below), a worker at Volta River Estates Limited, Ghana



99%

OF CO-OPERATIVE MEMBERS SURVEYED IN COLOMBIA SAID THAT FAIRTRADE IS A GREAT CONTRIBUTOR TO MAKING FAMILY AGRICULTURE MORE ATTRACTIVE

Research in Peru found that limited development in rural areas and lack of available land were the main obstacles to young people entering the sector. Those interviewed said they would like to work as banana farmers but that there was no land available for them.⁵⁰

However, in Colombia, findings showed that 99 percent of co-operative members felt that Fairtrade contributed greatly to making family agriculture more attractive.⁵¹ Fairtrade also facilitates increased training and education for young people, which can expand their working opportunities.⁵² This is also seen in Premium investments on plantations. Further research is needed to assess intergenerational sustainability.



Members of a youth cultural engagement programme, part-funded by Premium through BANAFRUCOOP, Colombia

“...I could never have been able to get my university law degree without both the economic support and the flexibility I received in my scheduling as I studied in the afternoons and evenings. Currently, roughly 80 young employees are taking advantage of the Fairtrade Premium-sponsored scholarships as they realise they can work and study at the same time. Most likely many won’t be working here forever, but this programme has changed the demographics of our employee population and has kept many youth from migrating – a big problem in our community.”



Antonio ‘Tony’ Lantigua (right), Fairtrade Certification Officer, Guidom, the Dominican Republic

BEARING FRUIT

BANELINO co-operative in the Dominican Republic has set up a 'banana school', which trains the next generation of banana farmers so that they have the knowledge and capacity to take over farms from their parents. Some BANELINO members have already seen their children, and in some cases even their grandchildren, managing their own banana farms and becoming independent co-operative members.

IT IS IMPORTANT FOR THE YOUTH TO GET INVOLVED AND CONTINUE OUR TRADITION, CONTINUE WORKING THIS LAND THAT FEEDS US.

Angel Regalado, 71, whose grandson Yojeiry Manuel Ortiz Regalado has taken part in the BANELINO banana school



Angel Regalado, banana farmer and BANELINO chairman in 2008, the Dominican Republic

MOVING FORWARD: RESEARCH RECOMMENDATIONS TO DEEPEN IMPACT IN GENDER AND YOUTH

- **Increase participation** – co-operatives should develop a strategy for engaging young people in farming. Co-operatives and Premium Committees on plantations can also advise, coach and fund microenterprises for women and youngsters.⁵³
- **Gender-focused Premium use** – small producer organisations and Premium Committees on plantations should be encouraged to use the Premium in ways which benefit women.⁵⁴
- **Develop the business case** – governments, donors, intergovernmental agencies and NGOs should work to develop and communicate the business case for increasing women's participation.⁵⁵
- **Build networks** – Fairtrade can support the setting up of networks of women Fairtrade farmers and workers at national and regional levels.⁵⁶

See p28 for how Fairtrade plans to move forward in 2016-2020

ENVIRONMENT

Increased environmental sustainability and resilience to climate change.

Current evidence shows that Fairtrade is contributing to environmental protection, which may in time support environmental sustainability and resilience to climate change.

Research has shown that the Standards have led to increased environmentally sensitive banana production.⁵⁷ And in Colombia, smallholder farmers received an average of 31 days of training every year, generating positive changes in attitude, such as improved environmental awareness.⁵⁸

Fairtrade farmers in Peru were taught to use the waste of the banana plants as compost. And some Fairtrade organisations have been working with schools in sensitization programmes for children about environmental protection. Fairtrade has also assisted in the conversion to certified organic production in Peru.⁵⁹ Fairtrade was also shown to better protect farmers and the environment from harmful chemicals used in production.⁶⁰

Plantation management in Colombia felt that Fairtrade has contributed to more sustainable banana production through the promotion of environmental protection and sustainable use of natural resources – for example, soil protection programmes, reduced use of herbicides and reforestation projects. Workers have been trained in areas such as sustainable production, biodiversity conservation and health and security in the workplace.⁶¹

However, Fairtrade certification of larger banana plantations needs to manage the risks of growing a single crop and its consequent impacts on the environment,⁶² an issue currently being addressed through the environmental requirements of the new Hired Labour Standards.

CASE STUDY

The Premium is often used by banana farmers on environmental projects and to support adaption to the changing climate. COOBAFRIO co-operative in Colombia invested in an emergency fund to support members in the event of natural disasters such as flooding, drought and wind damage. A similar scheme was developed by BANAFRUCOOP co-operative in Colombia,

which used the Premium to subsidise the cost of insurance for wind damage.

BANAFRUCOOP also invested their Premium to support the installation of a new irrigation system on members' farms, reducing water waste, ensuring effective water management during the dry summer months and also improving productivity.



SMALLHOLDERS IN COLOMBIA RECEIVE AN AVERAGE OF



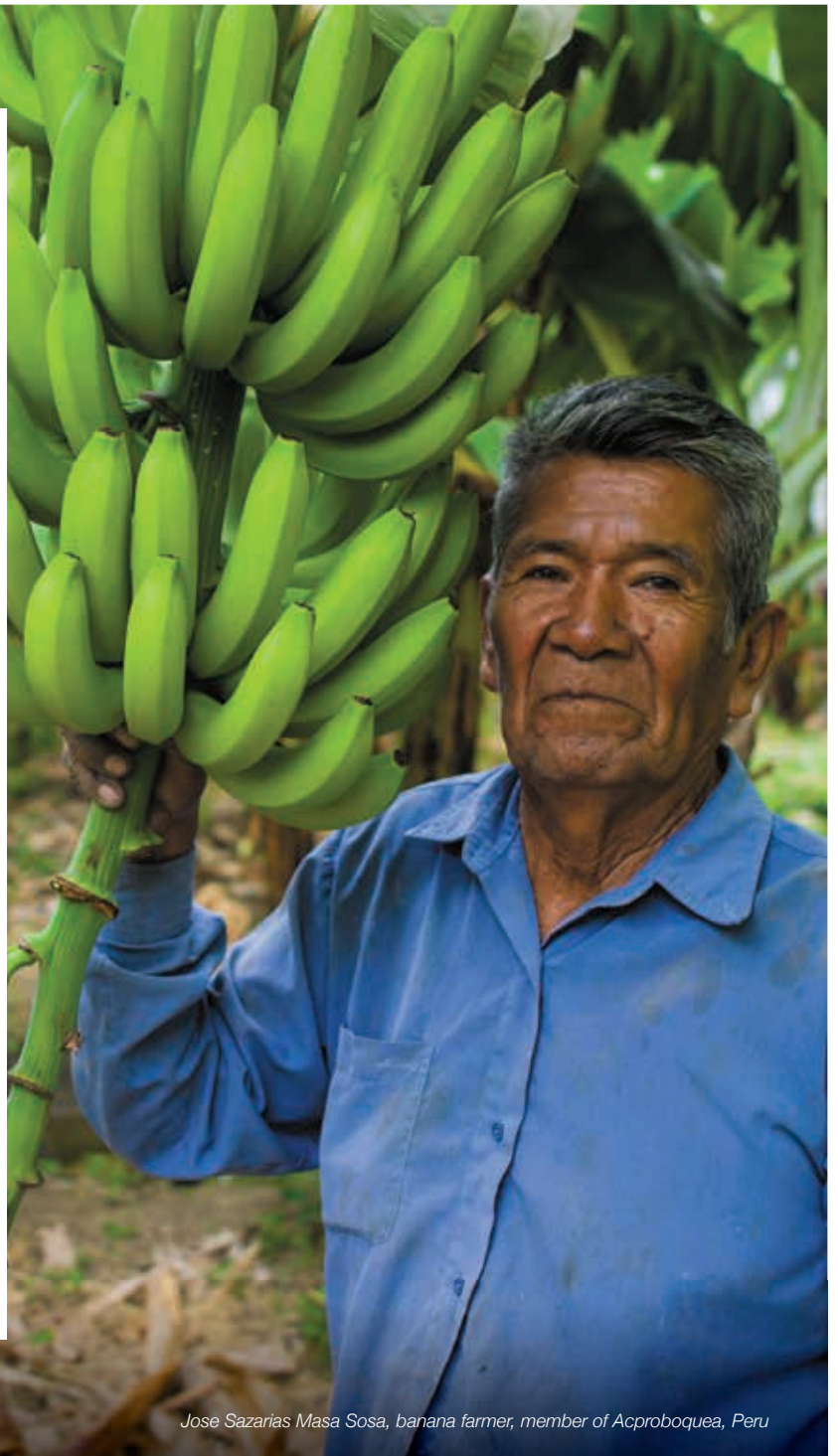
FAIRTRADE AND CLIMATE CHANGE

Smallholder farmers around the world are experiencing the realities of climate change. Floods, droughts, higher temperatures, new pests and the rapid spread of diseases are contributing to a decline in productivity.

Fairtrade recognises that farmers need to adapt to climate change to be able to protect their livelihoods, and that everyone in the supply chain has a part to play in this. We have developed a climate change strategy, focusing on supporting mitigation and adaptation projects, including activities through the Fairtrade Climate Standard, as well as producer-driven advocacy. The Fairtrade Standards provide a strong foundation for implementing these measures and the Premium can also provide an injection of cash in case of emergencies.

For example, in 2013, organic banana producers from Piura in Peru were hit by a severe outbreak of the 'red rust thrips' pest, believed to be triggered by climate change. This affected 40 percent of farms and reduced exports by 30 percent. In partnership with a German retailer, a local university and a banana co-operative, Fairtrade implemented a project to train farmers to find solutions to the outbreak, such as increasing biodiversity and using local plants to repel the insects.

By the end of the project, red rust thrips were under control and the amount of discarded crop was at a minimum.



Jose Sazarias Masa Sosa, banana farmer, member of Acproboquea, Peru



MOVING FORWARD: RESEARCH RECOMMENDATIONS TO DEEPEN IMPACT IN ENVIRONMENT

- **Reduce dependence on agrochemicals** – additional research is needed on alternative ways to control banana weeds, pests and diseases in large banana plantations to reduce dependence on agrochemicals.⁶³

See p28 for how Fairtrade plans to move forward in 2016-2020



A VOICE FOR FARMERS AND WORKERS

Dignity and voice for smallholder producers and workers at local, national and global levels.



Alexander Ruiz, Uniban, inspecting Fairtrade bananas for export at Santa Marta's port, Colombia

As banana farmer organisations have been strengthened through Fairtrade, there have been important changes to their influencing power and collective voice. Particularly in Colombia, smallholder farmers value their membership much more and see co-operatives as being more important now they can liaise directly with buyers. They also highly value improvements to administration structures and the range of services that can now be offered to members through the Premium.⁶⁴

FAIRTRADE HAS GIVEN US MANY MORE TOOLS. NOW WE KNOW HOW TO MANAGE THE BOX'S COSTS... WE USED TO SELL OUR BOXES AND SEE NO PROFIT OUT OF IT; WE WERE NOT CALCULATING THE EXPORTATION COSTS. FAIRTRADE HAS TRAINED US, NOW WE KNOW THE REAL PRICE OF A BOX AND THAT ALLOWS US TO NEGOTIATE.

Leonidas Jiménez Chaparro (right), banana farmer, BANAFRUCOOP, Colombia

In Peru, the co-operative model is directly associated with Fairtrade and has changed the way rural farming communities function. The farmers have joined forces, exchange ideas and have a united front. Research found that these factors make the co-operatives attractive partners for NGOs offering support in agriculture.⁶⁵

On plantations in the Dominican Republic and Colombia, Fairtrade workers involved in the research were found to have a **stronger sense of ownership of the plantation they work for** than those from non-Fairtrade plantations.⁶⁶ There was also a positive difference in the level of trust in Fairtrade committees.⁶⁷ In the Dominican Republic, there was increased communication and increased knowledge of the Standards. There was also a higher rate of membership in committees among workers at Fairtrade plantations than non-Fairtrade plantations.⁶⁸



FAIRTRADE AND MIGRANT WORKERS

The majority of the workers in the banana industry in the Dominican Republic are Haitian. However, many struggle to get work visas and, as a result, are often paid less than the minimum wage and don't receive social security.

Fairtrade has been proactive on regularising migrant workers by building the issue into the Standards. Fairtrade has also supported migrant workers in the banana sector to register for the National Plan for the Regularisation of Workers, put in place by the Dominican Republic government. Fairtrade has also actively worked with other organisations to support passport applications.

In 2015, Fairtrade programme information showed that a total of 97 percent of the workers on Fairtrade banana plantations were registered and while some are still waiting for their files to be completed, the vast majority will receive either a stamp in their passport (enabling them to stay in the country for two years and access social security) or a 'carnet' (which will enable them to stay in the country for one year). 81 percent of workers on smallholder farms also registered.

IN GHANA, **65%**

OF WORKERS ON FAIRTRADE PLANTATIONS STATED THAT GRIEVANCE AND SEXUAL HARASSMENT POLICIES HAVE IMPROVED ⁶⁹

Workers on Fairtrade plantations in Colombia have **increased their knowledge of the Standards, such as grievance and sexual harassment policies**, and have reported improvement in this area.⁷⁰ Greater worker participation in decision-making and strengthening of leadership and skills of worker representatives was also reported in Colombia.⁷¹ In Ghana, women workers feel better listened to by their supervisors.⁷²

Here, Fairtrade is about empowering workers and empowering women too. They are able to come to me and tell me the difficulties they face at work. Through this the company is able to get information about what might need changing and then problems become easier to solve.

Juliet Arku-Mensah, Fairtrade Officer and Occupational Health and Safety Officer, Volta River Estates Limited, Ghana



MOVING FORWARD: RESEARCH RECOMMENDATIONS TO DEEPEN IMPACT IN VOICE FOR FARMERS AND WORKERS

- **Continue to support the development of producer networks** – to have a stronger voice at a higher level on export prices, minimum wages, labour rights and trade regimes.⁷³
- **Improve how individual workers can have a say in how the Premium is spent.**⁷⁴
- **Raise awareness of grievance policies** – to ensure plantation management provides more workers with information on their grievance and sexual harassment policies.⁷⁵
- **Fairtrade could improve its support of vulnerable groups of workers** – such as migrants, women and those who are illiterate, to enable them to participate fully in their organisations and strengthen their position.^{76 77}
- **Training programmes for workers' representatives** – to reinforce their participation and leadership in meetings.⁷⁸

See p28 for how Fairtrade plans to move forward in 2016-2020

FAIR TERMS OF TRADE

Transparency and equitable distribution of risks and rewards in supply chains.

83%

OF THE SMALLHOLDERS SURVEYED IN COLOMBIA INDICATED THAT THEIR CO-OPERATIVE SHARES THE COSTS AND RISKS OF BANANA PRODUCTION WITH THEM ⁷⁹

“ Before Fairtrade we used to load a truck with our boxes and feel sad thinking about the low price we were getting. The trader was making the most profit out of it. The small producer or banana farmer was considered a ruined person. Nowadays we feel valued, respected. Even the traders see that we are stronger in that sense.”

Leonidas Jiménez Chaparro, banana farmer, BANAFRUCOOP, Colombia





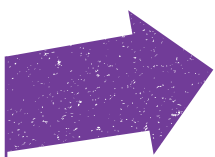
COOBAFRIO co-operative, Colombia

Research in Colombia found that Fairtrade farmers value the fact that co-operatives are now sharing the risk and benefits of banana production with them. This is because of the services most organisations offer which reduce farmers' individual infrastructure and production costs, such as fertilizer, fuel prices and irrigation.⁸⁰

Upcoming research will look at how Fairtrade value chains are operating and impacting farmers and workers. This will explore if Fairtrade is delivering a fairer share of value to producers, if Fairtrade delivers improved power and control for them and whether Fairtrade is delivering a more sustainable value chain. This will include a Fairtrade certified Latin American banana value chain supplying to Germany, as well as cocoa, tea and flower examples.

OUR GOAL IS TO BE DIRECT EXPORTERS, AVOIDING THE MIDDLEMAN. A BANANA BOX REQUIRES A LOT OF WORK, AND ITS VALUE LOWERS GREATLY DURING THE MARKETING PROCESS.

Martha Cecilia Bolaño Bernal, banana farm owner and founding member of BANAFRUCOOP, Colombia



MOVING FORWARD: RESEARCH RECOMMENDATIONS TO DEEPEN IMPACT IN FAIR TERMS OF TRADE

- **Improve co-operatives' understanding of pricing in Fairtrade banana chains and support them in tackling the pressures they face to keep prices low.**⁸¹
- **Improve price and cost transparency** – co-operative leaders, exporters and Fairtrade should work together to improve price and cost transparency, and clarify the responsibilities and commitments of the different stakeholders in the banana value chain.⁸²
- **Establish new trade contracts** – support smallholder co-operatives in the establishment of a new trade contract policy that favours their economic growth⁸³, an issue addressed through the new Trader Standards.
- **Find ways to increase returns from Fairtrade banana production, improve productivity and reduce costs, and hold regular reviews of Minimum Prices.**⁸⁴
- **Protect the position of smallholder farmers in Fairtrade** – including maintaining a balance between supply and demand, careful management of the Minimum Price and giving preference to smallholder farmer applicants.⁸⁵

See p28 for how Fairtrade plans to move forward in 2016-2020

FAIRTRADE'S TRADER STANDARD

Fairtrade's newly revised Trader Standard aims to strengthen core requirements for traders buying from Fairtrade producers and promote greater transparency. It also introduces new voluntary best practices to encourage and differentiate traders who go above and beyond compliance with core requirements.

New voluntary best practices included in the Standard will be audited, giving Fairtrade the ability to formally recognise those who go the extra mile. For companies that are still developing their approach to sustainability, these best practices provide a framework to improve performance.



Worker holding a banana stem, APPBOSA, Peru

GOOD PRACTICE

Fairness and sustainability embedded in business practices, policy and societal norms for production and consumption.

Fairtrade's contribution to sustainability within business practices in production are seen in the Standards themselves, which aim for a fairer and more sustainable trading system.

As shown in Colombia, Fairtrade has contributed to lowered costs and improved farm productivity⁸⁶, which makes production more sustainable. On banana plantations, Fairtrade has supported sustainable production through improvements in technology, greater environmental protection and careful use of agrochemicals.⁸⁷

In the UK, the Fairtrade Foundation has actively campaigned for policy changes to make production in the banana sector sustainable. In 2014, over 72,000 supporters signed the *Stick with Foncho* campaign petition. This asked the government to take action to end unfair banana pricing in the UK and strengthen the powers of the Groceries Code Adjudicator (GCA), a regulatory body that oversees the relationship between supermarkets and their

suppliers. The petition also called for businesses to make sure farmers in their supply chains earn enough to cover their production and living costs, and for workers to earn a living wage.

“ WE EXPERIENCED VERY DIFFICULT TIMES WHEN WE WEREN'T IN FAIRTRADE. BEING IN FAIRTRADE MAKES ME VERY HAPPY, KNOWING THAT THERE ARE OPPORTUNITIES TO ACHIEVE SOME OF THE GOALS I HAD PLANNED... ”

Albeiro Alfonso 'Foncho' Cantillo Ruiz, banana farmer, BANAFRUCOOP, Colombia



In January 2015, the Prime Minister showed support for strengthening the GCA, including fining powers, which came into force in April 2015 – a small step on the road to make businesses trade in ways that drive positive impact for farmers and workers.



MOVING FORWARD: RESEARCH RECOMMENDATIONS TO DEEPEN IMPACT IN GOOD PRACTICE

- **Develop the market** – the Fairtrade system should intensify efforts to expand the market for Fairtrade bananas and also eventually lead to an increase in sales prices.⁸⁸
- **Benefits analysis for businesses** – plantations should conduct a cost/benefit analysis to determine the effect that Fairtrade affiliation has on profitability.⁸⁹
- **Reflect realistic production costs** – Fairtrade International should continue to revise the banana sales price and adjust it to reflect realistic production costs according to Fairtrade principles.⁹⁰

See p28 for how Fairtrade plans to move forward in 2016-2020

FAIRTRADE IN THE FUTURE

WHAT WE NEED TO ENSURE TRUE SUSTAINABILITY IS A **LIVING WAGE BOTH FOR WORKERS AND SMALL FARMERS.**

Marika de Peña, General Manager of BANELINO, Dominican Republic, President of CLAC (the Fairtrade producer network for Latin America and the Caribbean) and Chair of Fairtrade International

While Fairtrade has come a long way in the difference it has made in the banana sector, there is still much more to achieve to transform the lives of farmers and workers.

Over the next five years, we will prioritise driving producer impact to improve household income, living standards and empower people involved in banana production. Particularly important themes are living wage, living income and climate change.



WITHOUT THE INTERVENTION OF FAIRTRADE WE WOULD BE FIGHTING A LOSING BATTLE. **FAIRTRADE IS OUR LAST BEST CHANGE, OUR CHOICE, OUR FUTURE.**

Sandra Joseph, banana farmer, WINFA, St Lucia

HERE'S A SNAPSHOT OF FAIRTRADE'S VISION FOR BANANAS FOR THE NEXT FIVE YEARS:

- **Maintain the market share of Fairtrade bananas** – making sure that Fairtrade values are the norm and that Fairtrade smallholder producer organisations and plantations can co-exist in the market.
- **Ensure Fairtrade is seen as the industry benchmark** – and that the banana industry accepts and uses Fairtrade Minimum Price/costing and living wage benchmark methodologies as the point of reference.
- **Improve productivity for smallholder farmers.**
- **Strengthen organisations** – increase producer support services to strengthen small producer and worker organisations, including tailored training according to their needs and capacity building on organisational, production and business development.
- **Ensure sustainable and profitable small producer organisations** – encourage well organised groups with improved farming performance, who are better adapted to climate change and working towards a living income for farmers.
- **Increase communication** – support ongoing training of smallholder farmers and plantation workers to improve their understanding of Fairtrade and increase their awareness of what tools are available to them.
- **Lead the work on living wages** – drive industry change on wage improvement in the banana industry, working with key partners.
- **Extend benefits to workers on smallholder farms** – ensure permanent workers on smallholder members' farms enjoy better protection from the Standards and benefit from Premium investments (directly and/or indirectly).
- **Develop solid impact assessment at household level (for workers and farmers).**
- **Influence governments** – push decision-makers to provide increased incentives for new generations to take over production and advocate, in partnership with others, to origin governments and to the European Union regarding Make Trade Fair.

SUMMARY OF RESEARCH PAPERS

LEI Wageningen UR, Fairtrade certification in the banana hired labour sector, January 2016

A baseline study to gather data on workers' employment, working and living conditions and employment relations from key banana origins in Latin America and West Africa from Fairtrade certified plantations/contexts in comparison to non-certified plantations/contexts in the same region. A total of 1,137 waged workers (653 from Fairtrade certified plantations and 485 from non-Fairtrade certified plantations) were surveyed across three countries of study: Colombia, the Dominican Republic and Ghana. A mixed methods approach was adopted, involving worker surveys, in-depth interviews with management and workers, gaming sessions and direct observation.

Fairtrade Foundation, Equal harvest: Removing the barriers to women's participation in smallholder agriculture, March 2015

A policy report summarising research commissioned by the Fairtrade Foundation to explore potential barriers to women's involvement as members, leaders and salaried employees of Fairtrade certified small producer organisations. Case studies were carried out with six organisations in the Dominican Republic (bananas), India (cotton) and Kenya (tea), and a workshop was held with representatives from Fairtrade organisations, supply chain businesses and development agencies, in a joint effort to understand barriers in different contexts, and to identify steps which could be taken to overcome them.

Corporation for Rural Business Development (CODER), An Evaluation of Fairtrade Impact on Smallholders and Workers in the Banana Sector in northern Colombia, February 2014

A study on the impact of Fairtrade certification for banana-growing smallholders and their co-operatives in the Magdalena department and for hired workers in banana plantations in the Urabá region, northern Colombia. Ten banana organisations, certified between 2005 and 2007, were included in this study with more than 440 individuals contacted in the two regions, of which more than 70 percent are from Magdalena.

Center for Evaluation (CEval), Saarland University, Assessing the Impact of Fairtrade on Poverty Reduction through Rural Development, July 2012

A study providing insight about whether, and how, Fairtrade impacts on poverty reduction through rural development. The study used target and control groups and presents findings from an extensive qualitative and quantitative data analysis based on six case studies of different producer organisations and commodities in South America, Africa and Asia. With its specific focus on rural development, the study provides useful insights on the impact of Fairtrade beyond the level of producer organisations.

Institute of Development Studies (IDS), University of Sussex, Fairtrade Bananas: A Global Assessment of Impact, April 2010

A global assessment of the impact of Fairtrade bananas, completed in April 2010 and focusing on smallholder producer organisations and larger plantations meeting the Fairtrade Standards. The selected case studies include three Fairtrade small producer organisations and three Fairtrade plantations in four locations: Ecuador, the Dominican Republic, Ghana and the Windward Islands. This report is the outcome of interviews with 107 small producers, 116 workers and numerous focus group discussions with workers' committees.

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