Fairtrade Banana

EXPLORING OUR IMPACT

© CLAC

Supply chain

Fairtrade advocates that sustainability commitments made by retailers and traders are matched with real changes to how bananas are priced and traded.

Climate

From good farming practices, to adapting to climate change, to monitoring performance Fairtrade has the expertise to tackle the environmental issues facing the banana industry.

42

banana producer organisations

participated in Productivity Improvement Program (PIP) increasing their average productivity by 32%

35,658

farmers and workers in producer organisations

€266 mil

in Fairtrade Premium generated since 2015

52%

of Fairtrade bananas also organic certified

265

banana producers organisations

Offer of banana products: Cavendish, Baby banana and Banana puree.

Fairtrade production has taken up to 12% saving in irrigation water on farms in Colombia.

Benefits generated through Fairtrade Premium in Ghana have an average cash equivalent of $75 /worker/ month, making an important contribution to workers' livelihoods.

Seasonality: January – December

16 countries produce Fairtrade bananas

90 banana plantations worldwide

1.5 MILLION metrics tons of total production per year

50,465 total hectares of production

Equity

Women and men are treated equally and fairly in the Fairtrade System.

Transparency

Transparency and dialogue in business relationships are basic principles of Fairtrade.

All data shared on this page is dated 2022. The 2022 data is preliminary and is to be validated.

Where we are making progress

Fairtrade banana producers experience 45 percent lower external costs compared to sector average banana producers. This is thanks to notably reduced external social costs, primarily linked to improved worker wages, social security, and income for small producers. Conventional banana producers are found to have significantly higher externalised costs: 6.70 per box for conventional against $3.65 for Fairtrade bananas.

Fairtrade certification significantly increases in-kind benefits for wageworkers across the Dominican Republic, Colombia, and Ghana, largely attributed to the Fairtrade premium. Recent studies support these findings, highlighting the role of the premium in reducing production costs and enhancing productivity, while also delivering substantial in-kind benefits, particularly in education and housing.

Fairtrade-certified plantation workers experience greater empowerment thanks to increased in-kind benefits and specialised training. This is further confirmed by recent studies, which confirms Fairtrade's positive correlation with improved collective bargaining benefits for workers, and overall better job satisfaction and quality of life for both workers and farmers. Also, Fairtrade-certified banana small producer organisation members enjoy improved quality of life, work conditions, and capacity building.

Both Fairtrade and non-Fairtrade organisations with organic certification in Peru show increased environmental awareness, particularly among Fairtrade producers, leading to practices like reduced pesticide use and improved water management. Studies show increased awareness by banana small producer organisations of climate change's effects, but there is not enough evidence to determine if awareness is translating into use. Research should further explore farmers' climate adaptation measures.

Where we are tracking progress

Studies show that Fairtrade has a positive impact on the income growth of Fairtrade-certified banana small producer organisations, compared to non-Fairtrade organisations, even though the income improvements between 2013 and 2018 are modest. In addition, recent challenges, like rising production costs, have slowed down income growth.

Fairtrade's work increases the income of small producer organisations to a certain extent. Studies show that the price received is slightly higher for Fairtrade small producer organisation than non-certified or recently certified SPOs. This is due to significant price pressure on bananas affecting their bargaining power. A longer or deeper engagement with Fairtrade - the length of time that has passed since certification - correlates with a stronger gain in farmer income.

Fairtrade-certified farm workers show improved awareness of certain policies and better health and safety measures. The existing evidence is encouraging about Fairtrade's contribution to workers' ability to advocate for better conditions. More research is however needed to reduce the gap in workers' rights awareness. While Fairtrade workers often experience improved working conditions, more paid leave days, and stronger trust in worker representation compared to non-certified counterparts, challenges persist, and recent price pressures have led to job formalisation reversals and outsourcing, affecting vulnerable immigrant workers.

Even though Fairtrade's environmental impact is similar to non-Fairtrade-certified production, Fairtrade has an indirect positive influence on natural resource management and internal assessments showed positive outcomes from Fairtrade's PiP project, where soil health and fertility activities led to improved productivity, cost reduction, and reduced environmental externalities. While Fairtrade-certified producer organisations engage in soil improvement practices, supported by the Fairtrade Premium, research should further explore long-term water conservation practices.

Where we can still improve

Fairtrade's influence on wages varies across countries. Research reveals no significant wage differences between Fairtrade-certified and non-certified plantation workers, with wage gaps to living wages differing greatly across countries, such as Colombia showing favourable conditions and worker representation, while Ghana and the Dominican Republic faced challenges, with wages below living wage benchmarks.

The position of female producers has slightly improved, but challenges still persist in representation and leadership roles within Banana cooperatives, in both Fairtrade and non-certified cooperatives recent research shows. Female workers on Fairtrade-certified plantations are not substantially better off than on non-certified ones, with issues of gender equality, sexual abuse, and underrepresentation in supervisory roles remaining concerns.

Information shared on this page is based on external independent studies. Access to the studies is available on **The Banana Dashboard**.

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 organisation.

the future is fair