



FAIRTRADE
BELGIUM

Bananas: impact & stories

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Mable Matetsu © Nathalie Bertrams

Fairtrade Guaranteed Minimum Price & Premium

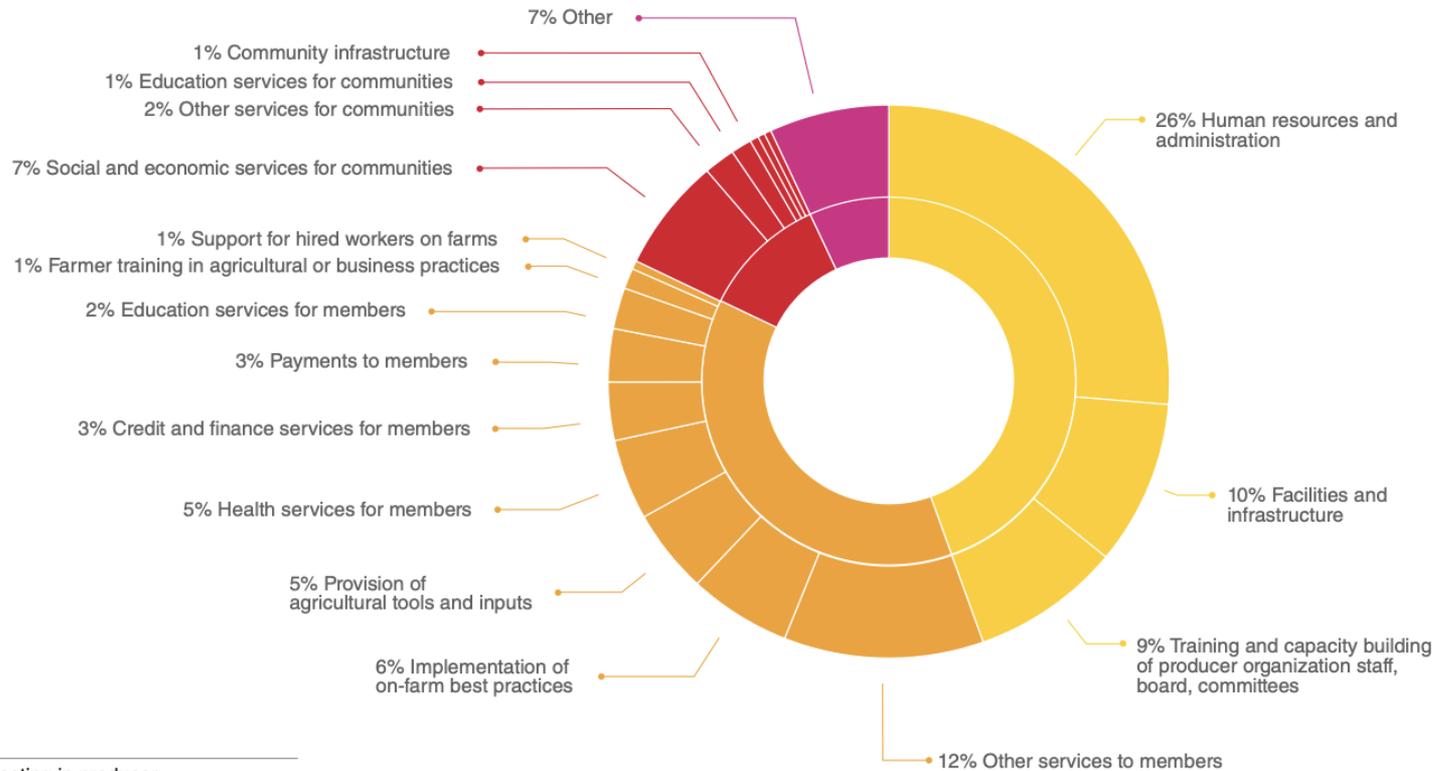
Fairtrade certified farmers, organised in cooperatives, benefit from a *better price* (than non-certified farmers) enabling them to invest in the future:

- They can rely on *a guaranteed minimum price*, a safety net when market prices drop.
- In addition, they benefit from the *highest premium* of all certification schemes, paid on top of the price to their cooperatives. It is invested in sustainable practices & community projects.



The Fairtrade Banana Premium

Fairtrade banana *premium use* in small producer organizations 2016-2017



Investing in producer organizations	45%
Services for farmers	38%
Services for communities	11%
Other	7%

Impact of Fairtrade in *northwest Peru*

The example of APPBOSA, a Fairtrade certified banana farmers organization, located by the Río Chira in the northwest of Peru. The cooperative represents 463 producers, who cultivate 620 hectares of organic Fairtrade bananas in total.



Impact of Fairtrade in *northwest Peru*

The example of APPBOSA. How the farmers' organisation invested the Fairtrade Premium:

Trainings

Hiring a specialist to train groups of producers on agricultural best practices (management and selection of productive plants) to guarantee a better fruit quality and increase productivity

Health prevention

Medical campaign to strengthen a culture of health prevention. Free care provided in the following specialties: pediatrics, general medicine, gynecology, ophtalmology, dentistry, physiotherapy, CEM (emergency center for women), pharmacy, laboratory

Infrastructure & Productivity

- Construction of water channels to optimize water resources
- Installation of pumping plants to facilitate the flow of water and decrease the watering time
- Construction of drain cleaners: the banana fields have a general drainage system that needs constant maintenance to remove vegetation which often prevents water infiltration
- Production of compost to improve the soil structure and plant fertility, because plants absorb nutrients through soil microorganisms
- New cable systems that carry the bananas from the fields. This reduces damages to the fruits, physical effort of staff and reduces operating costs by minimizing the number of packing stations
- Construction of sanitary installations, canteens and modern packing plants

Javier Ordinola, member of APPBOSA, a very enthusiastic and passionate producer, with a good eye for improving production methods.

"Thanks to my banana trees, I can give my family a better life and send my children to a good school. The price of my bananas has doubled in ten years. The Fairtrade model has very positive effects. Here in the village, many things have changed: the school has been expanded and we have built a health centre. What I particularly like in this model is the opportunity to participate in training to further improve the culture techniques..."



Impact of Fairtrade in *Urabá, Colombia*

In Urabá, the Fairtrade certified cooperatives have especially invested their Fairtrade Premium funds in **housing and public infrastructure**.

The example of the Corporación Rosalba Zapata Cardona (the Fairtrade Committee of the Bananas de Uraba plantation). How the farmers' organisation invested the Fairtrade Premium:

- **Housing programs** – of which 9 out of 10 workers have benefited greatly
- Improvements in **infrastructure** – skating facilities, children playgrounds, a football camp, a center for older people
- **Educational grants** for plantation workers & their families – in 2018, 342 people received a grant through this program
- **Credit programs** enabling workers to set up enterprises

Yadira Rivero, the wife of Benigno Rivas, one of the workers at one of the plantations in Urabá, says that their family has benefitted from the programme, as they have had the possibility to renovate their house.

"We feel better. These home improvements were only possible thanks to the investments by the cooperative. It has been a great support because we do not have the sort of money to undertake these kind of works."



Roque Ditta benefitted from the credit programme – with the help of the programme, he opened a motorcycle repair shop in his neighbourhood.

"We had dreamed about this idea and now it's been made a reality thanks to the support of the cooperative. In this sector, there are a large number of motorcycle users. We saw the need for a workshop to serve the demand that we have. It's working very well."





Albeiro Alfonso Cantillo, a 44 year old banana producer in the region of Magdalena. He tells us about his experience as a banana farmer:

'We experienced very difficult times when we weren't in the Fairtrade system. We didn't have the resources to provide an education for my children and the banana business barely provided enough for basic meals. It was very worrying to have children and to know you couldn't provide the opportunity for the life they deserve. We almost thought of leaving the business. Being Fairtrade certified makes me very happy, knowing that there are more opportunities to achieve some of the goals I had planned.'

Impact of Fairtrade in *Azua, Dominican Republic*

The example of the AZUABANA (la Asociación de Productores de Banano del Valle de Azua).
How the farmers' organisation invested the Fairtrade Premium:

Fairtrade has helped his organization with marketing to get **better access to markets**.
The Fairtrade premium was used :

- To **renovate** the collection center of the association.
- In a bamboo barrier, which serves as **sustainable protection** for the river and farm.
- In a '**Bio-ferments**' program which has resulted in higher productivity.

Seferino explains the specific improvements that have resulted from the investments:

"Since the revamping of the Association office, we have been able to have computers, pay for personnel and buy motor equipment. In terms of the collection centre, some improvements that have been made are the floor and adequate ramp. In the same place, a bamboo barrier has been established at the river, as environmental protection of the farms. This contributes to the biodiversity and contains floods; hence plantations are protected, and waste is reduced. Lastly, the Bio-ferments program has increased the production by 34%, and we are already sure that we can transfer it to other productions in order to increase the productivity of the Association and to also lower the production costs."



Impact of Fairtrade in *Azua, Dominican Republic*

The example of ASOANOR, (Asociación Agrícola Noroestana). How farmers have invested the Fairtrade Premium:

- **Medical insurance** for the producers
- **Agricultural insurance** – which covers the costs of possible winds, breezes, cyclones
- **A rotating fund** for the producers which they can lend from when in difficult times
- The investment in a **bio-ferment factory** which improves the plantations of the producers – because of the use of organic products and discarding the chemicals, the soil has become softer, the production costs have been reduced and the quality of the plants has improved



Bernardo Fernandez, a banana producer who is part of ASOANOR:

"When you start as a banana producer it's a bit difficult, but when you get access to Fairtrade conditions it makes a difference. We smallscale producers now have an annual bonus every year, as well as donations of school supplies every year and scholarships for our children. I couldn't take my daughters to university and now I have two daughters who are professionals. I feel better as a producer now."

Impact of Fairtrade in *Panama*

The Coobana Cooperative has invested a significant part of their premium in education for both children as adult members of the cooperation

Some examples of the projects they have invested in:

- Provision of **grants** for secondary school and university
- Funds for **school materials**
- **School projects** – eg. vegetable gardens, chicken coops, so that the children can get decent meals
- The **construction of playgrounds**, to reduce the problem of child labour – research had shown that this was important to motivate children to stay in school, and to have safe areas for them
- A **Christmas bonus** for the workers so that they can celebrate a good Christmas with their family

Diana, a university student who received funds from the education grant from Coobana, using the Fairtrade premium:

"Fairtrade has helped us a lot. My dream is to finish my studies and that my children also complete their studies"



Anaika, aged 9:

"The teachers teach us a lot – my favourite lesson is IT because when we are well behaved, we are allowed to play on the computers"



Marcial Quintero, one of the founding members of COOBANA in 1991, and the current President of the education committee. He says that Fairtrade has changed a lot for the organisation.

*"We were taught to serve, to be workers.
Now with Fairtrade, we are entrepreneurs"*

Marcial Quintero, and his wife Elvia, with their two daughters and two granddaughters, standing at their house that was renovated with the premium money from the Coobana Cooperative.

"Starting to work with Fairtrade has made a mega-revolution in our lives... For example, we used to all live, cook and sleep in the same room."



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Thank you

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