

WHY CHOOSE FAIRTRADE BANANAS?

INDUSTRY CHALLENGES

PRECARIOUS WORKING CONDITIONS, LABOUR RIGHTS VIOLATIONS

EXPOSURE TO CHEMICALS THAT LEADS TO SERIOUS HEALTH HAZARDS



21,700
PEOPLE IN
COUNTRIES



WORKERS
ON FAIRTRADE CERTIFIED BANANA
PLANTATIONS
INVESTED 34%
OF THEIR FAIRTRADE PREMIUM IN
HOUSING IMPROVEMENTS


IN **2014** 
BANANA PRODUCERS
RECEIVED MORE THAN
\$26 MILLION
IN FAIRTRADE
PREMIUM*

BANANA FARMERS
INVESTED

54% 

OF FAIRTRADE PREMIUM
IN IMPROVING
THEIR ORGANIZATIONS

8% 
IN COMMUNITY
PROJECTS & SERVICES

36% 
IN DIRECT SERVICES,
TOOLS & EQUIPMENT


AND **SPENT 21%**


ON EDUCATIONAL
PROJECTS

The Fairtrade Standards prohibit the use of many hazardous agrochemicals and **enhance protection** for farmers and workers.

Sales of Fairtrade certified bananas have **strengthened smallholders' cooperatives** in terms of market access, innovation, increase of productivity, transparency and justice.

Fairtrade also has an **impact on workers** by sustaining employment in the region, reducing casual and temporary work, generalizing written contracts and setting **living wage benchmarks** in different origins.

* The Fairtrade Premium is an additional sum of money paid on top of the Fairtrade Minimum Price.



**MAKE
SURE
IT'S**



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