

TRACKING FAIRTRADE'S IMPACT: BANANAS

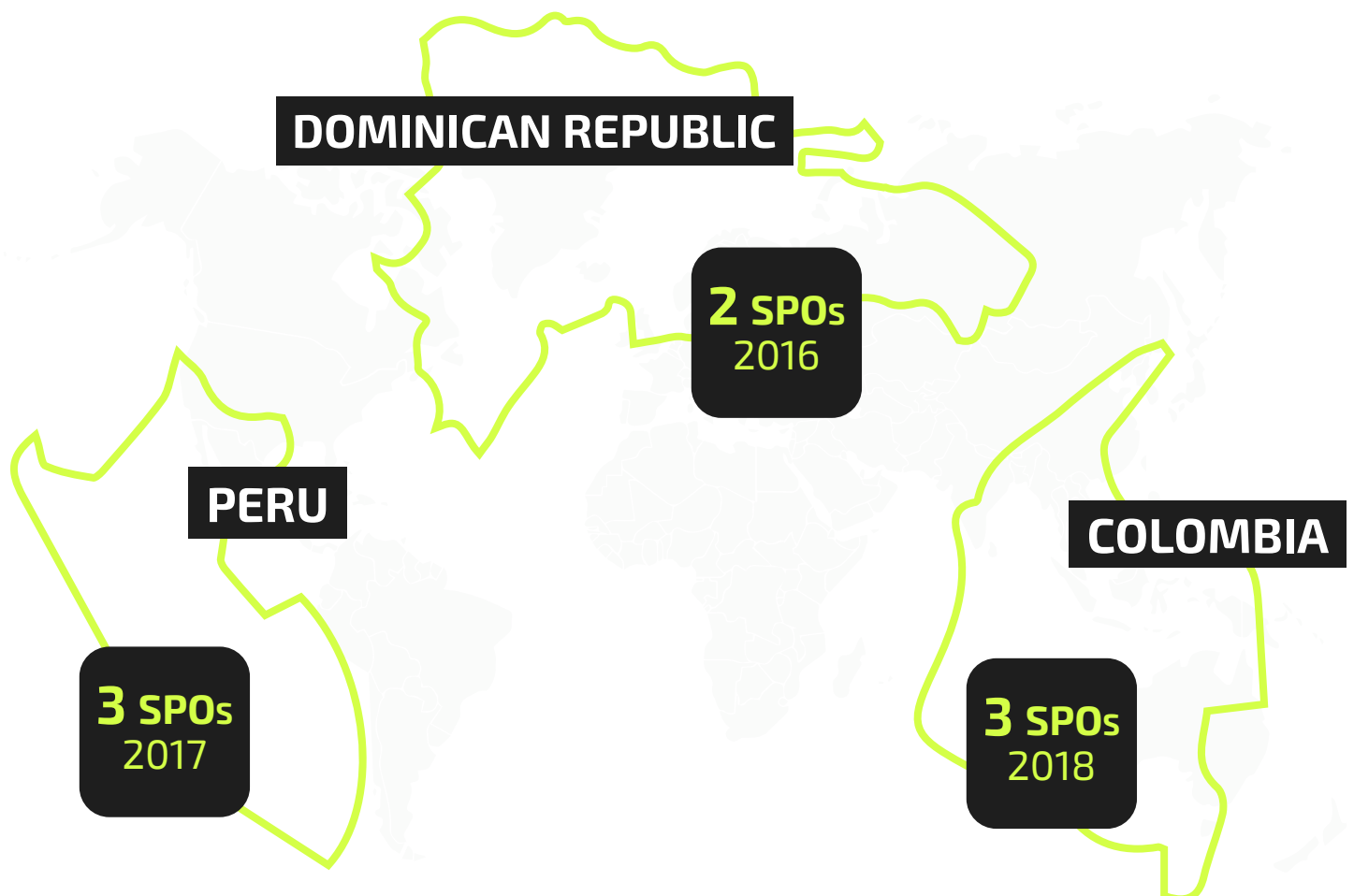
HOW BANANA FARMERS EXPERIENCE THE BENEFITS OF FAIRTRADE

2016-2018



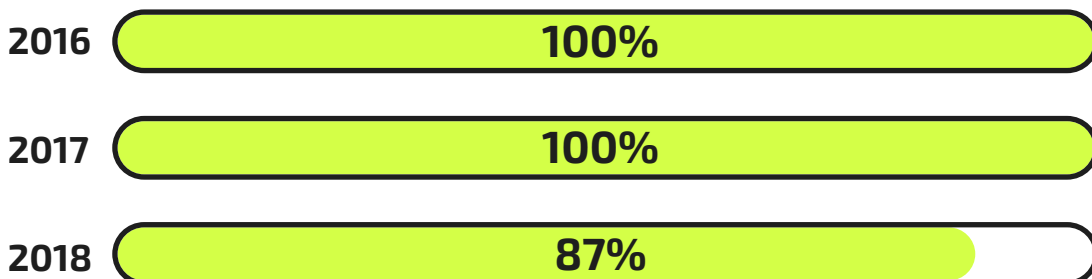
Fairtrade collected a broad set of data to get a snapshot of Fairtrade's impact for Fairtrade farmers and certified small-scale producer organizations (SPOs). This report focuses on banana producers. For an overview and to find reports on cocoa and coffee, visit our [website](#).

From 2016 to 2018, we collected data from eight banana producer organizations to better understand how producers are gaining power in trade relationships and building sustainable livelihoods through Fairtrade.



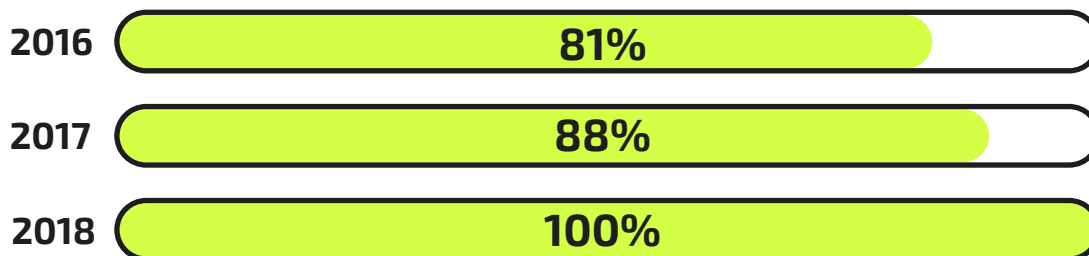
1 Fairtrade remains an **important source of livelihood** for most banana farmers

Farmers who report Fairtrade certified farming as an important source of livelihood for their families:

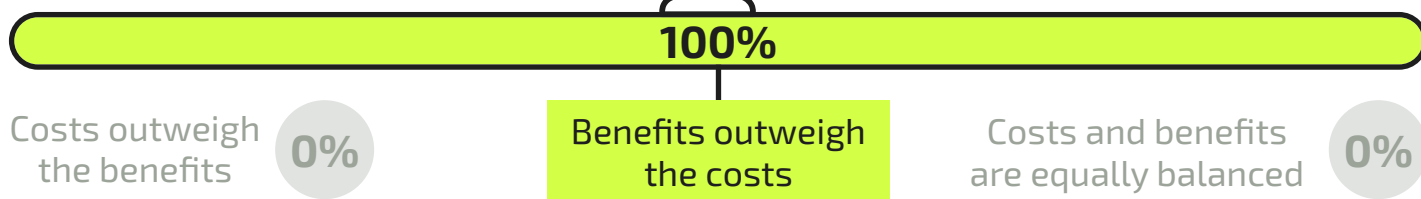


2 Upholding of **democratic values** is high

Farmers who feel that their opinions are respected by their SPOs:



3 10 out of 10 banana producer organizations feel that the **benefits of Fairtrade** outweigh the costs



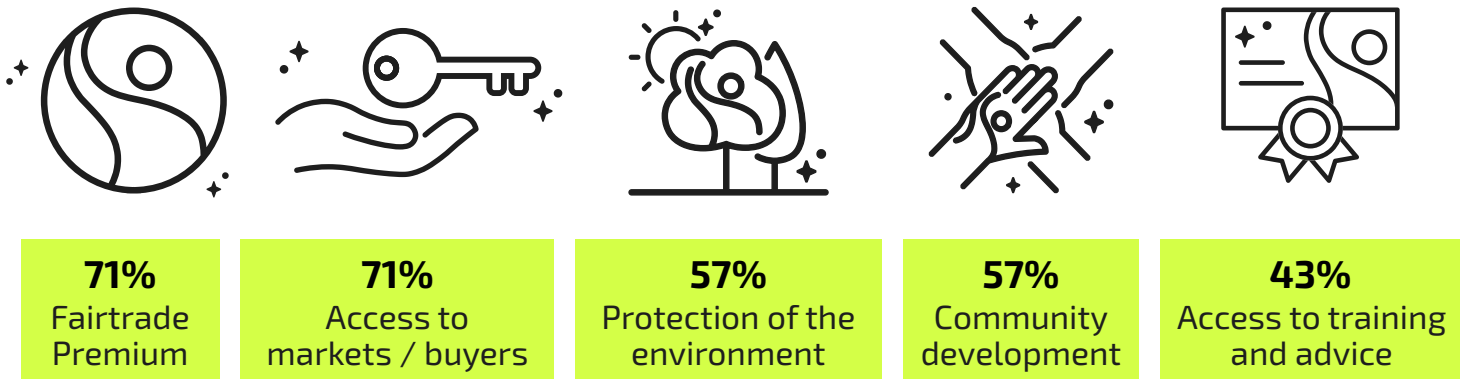
4 High levels of awareness about **Fairtrade Premium**

Farmers reporting knowledge of Fairtrade Premium projects, such as for education, water and sanitation:

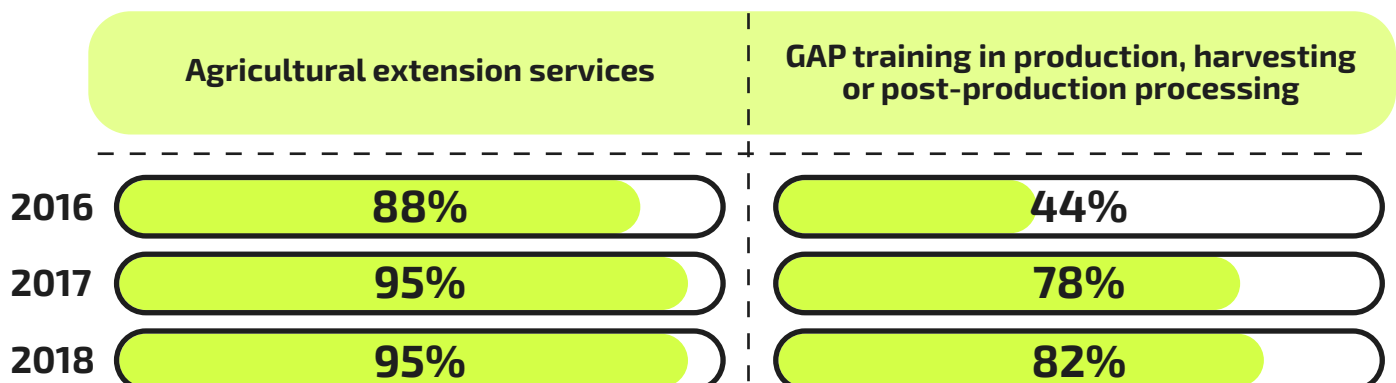


5 Fairtrade Premium and access to markets stand out as **key benefits** of Fairtrade

Percentage of all banana producer respondents who selected each of these areas as key benefits of the Fairtrade system:

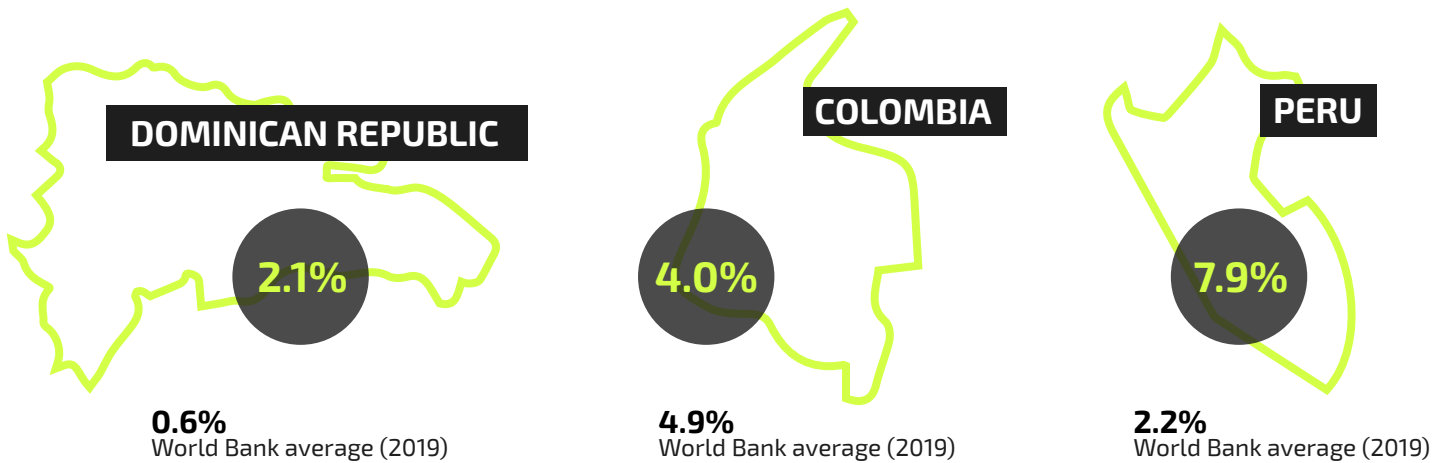


6 Banana farmers received high levels of **agricultural extension services** through producer network support



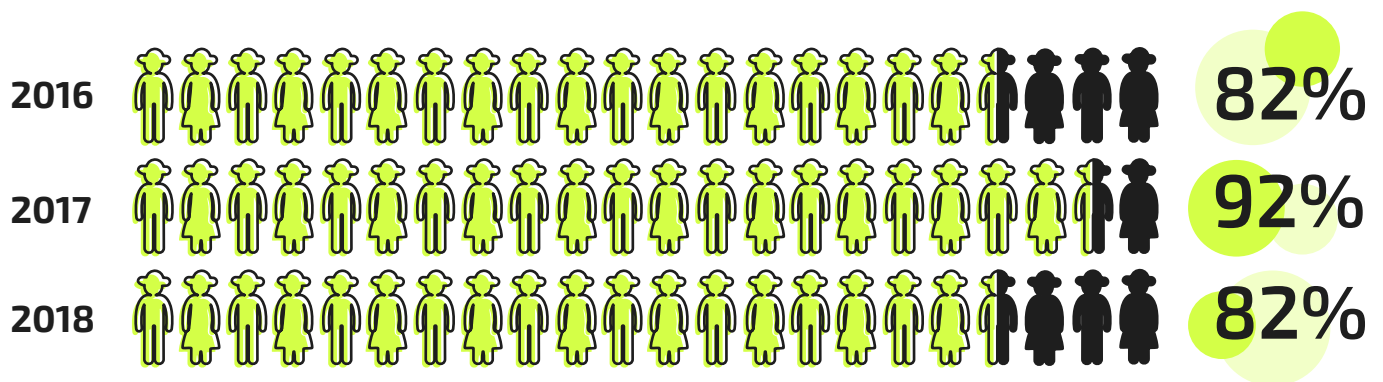
7 The **economic situation** of Fairtrade banana farmers varies by country

Percentage of surveyed Fairtrade banana farmers living in poverty (according to a proxy indicator), compared to the World Bank average:



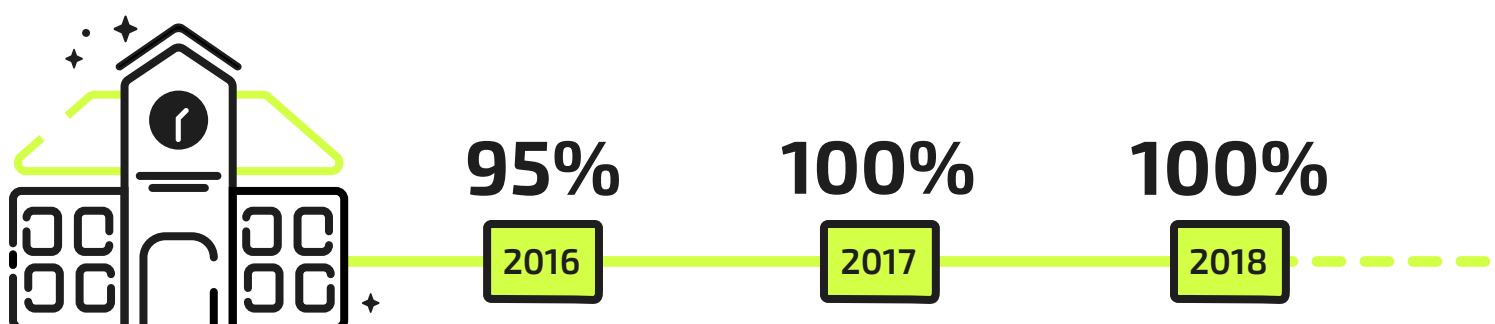
8 Farmers' views **against child labour** are consistently high

Farmers holding the view that child labour including all its exploitative forms must be reported by their communities:

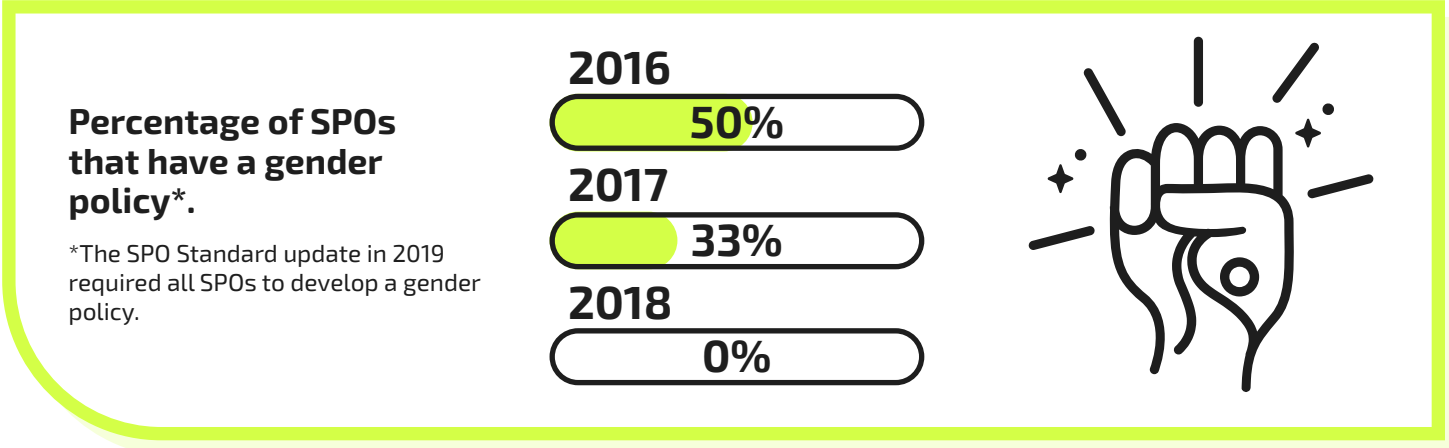
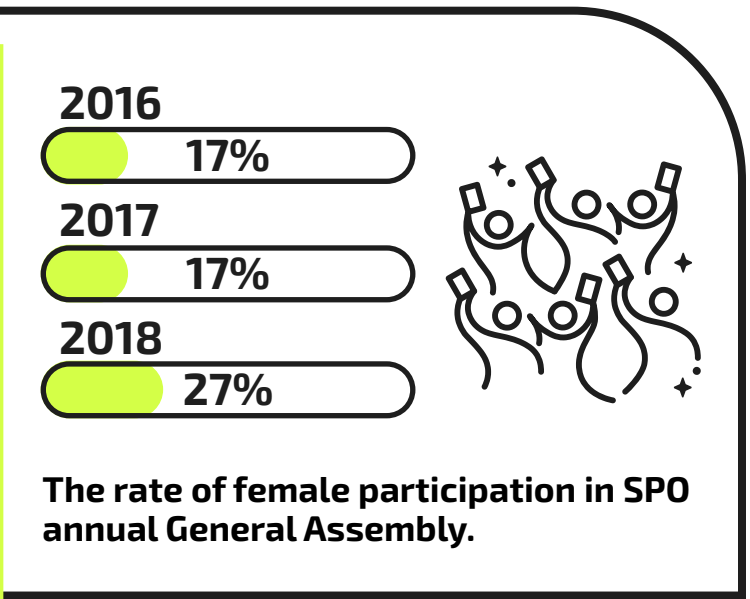
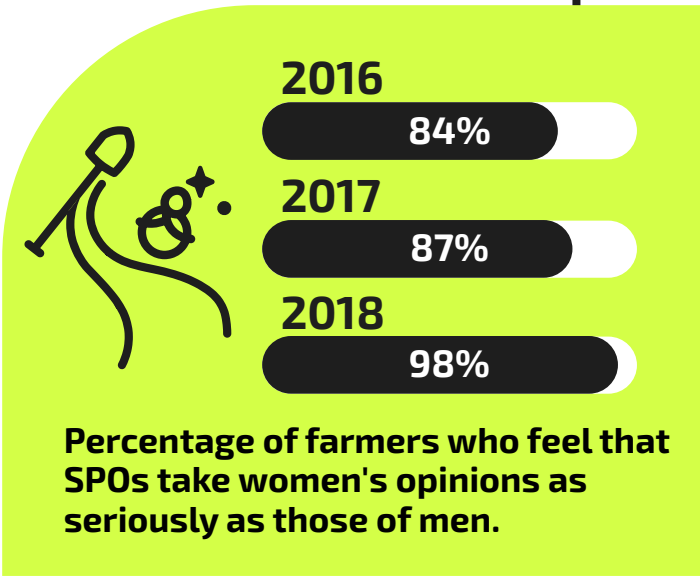


9 Farmers highly support **gender equality** in education

Farmers who responded that education is equally important for boys and girls:

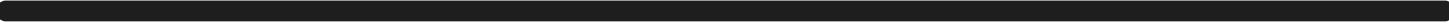


10 High level of **gender equity** in banana producer organizations



Banana producer organizations are trying different approaches to increase gender participation:

- Setting up a Gender Commission/Women's Directorate within the organization
- Arranging gender training/sensitization for organization members and relatives (women and men)
- Ensuring that women participate in annual General Assembly



Findings and insights from this exercise also exist in other infographics:



For more information contact impact@fairtrade.net

