



The future is fair

# Fairtrade & Bananas

For 30+ years, Fairtrade has driven social justice through trade. Fairtrade remains the most recognized and trusted certification mark globally, with Canadian consumers overwhelmingly indicating that they have a positive impression of a banana that carries the FAIRTRADE Mark.

The Fairtrade Standards are a set of robust requirements that cover the 3 key areas of sustainability, meeting social, economic, and environmental goals. The Standards are independently audited throughout the entire supply chain.

Fairtrade is the only global sustainability system that is 50% owned by producers.

## Why Fairtrade Bananas?

Fairtrade is better for everyone: quality products that build quality of life for all. Fairtrade ensures a brighter future for banana farmers and workers, and fairer, sustainable and environmentally responsible supply chains for your business. A key pillar of Fairtrade certification is that buyers must pay at least the **Fairtrade Minimum Price** – a crucial safety net for producers and a way to build their resilience amid rising costs and persistently low market prices.

## Producer and Worker Empowerment

Fairtrade promotes the strengthening of producer organizations, supporting them to provide better services to their members and communities. On plantations we support workers to know their rights, and promote dialogue between employers and workers. Farmers and workers are best placed to understand their priorities, which is why we assure that the **Fairtrade Premium** is invested democratically. Over the years, Premium use has taken many forms, from low interest loans, to subsidized medical care, scholarships, cash payments, and more.

## Working Towards Living Wages for Banana Workers

In 2021, Fairtrade introduced the Fairtrade Base wage- a significant step towards a living wage for thousands of banana plantation workers worldwide, with plantations also required to negotiate a plan to progress to a full living wage.

## Fairtrade by the Numbers

**75%**

of Canadians believe that buying Fairtrade means they are supporting fairness for farmers and workers

**+86%**

In Canada, Fairtrade bananas sales grew 86% in 2022

**17%**

of Fairtrade banana farmers and workers on banana plantations are women

**35,895**

farmers and workers in 257 banana producer organizations

**\$259 million**

USD in Fairtrade Premium generated from global sales since 2015

## 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. To learn more about Fairtrade visit: [fairtrade.ca](https://www.fairtrade.ca) or contact: [license@fairtrade.ca](mailto:license@fairtrade.ca).

