



**FAIRTRADE
FORTNIGHT 2014
24 FEBRUARY – 9 MARCH**

**STICK WITH
FONCHO
TO MAKE
BANANAS FAIR**
STICKWITHFONCHO.ORG.UK



**CAMPAIGN
ACTION GUIDE**



**THE POWER
OF YOU**



INTRODUCTION

Bananas have been at the heart of Fairtrade since they appeared on our shelves 13 years ago. Together we've achieved a huge amount, with over 1.2 billion Fairtrade bananas (1 in 3) now sold in the UK each year. But despite our achievements, there remain serious problems at the heart of the banana business.

That's why this Fairtrade Fortnight marks the launch of a special campaign that aims to transform the banana industry to ensure those at the sharp end of the supply chain, the millions of struggling banana farmers and workers, get a fair deal. It's a campaign to make bananas fair and is the next part of our three year initiative to Make Food Fair.

This action guide explains how you can get involved by sticking with a man named Foncho...

WHAT'S THE PROBLEM?

Bananas – we love ‘em! They’re the most popular and most traded fruit in the world. In the UK alone we chomp our way through over five billion a year and in 2012 spent over £550 million on our favourite fruit.

In fact as the fourth most important food crop in global agriculture after rice, wheat and maize, they generated a staggering US \$8 billion in global export earnings in 2011.

Yet while the banana business is booming the truth is that not everyone is enjoying the benefits. As global exports have grown, many banana farmers and workers have seen their earnings cut in real terms.

Shockingly, many banana farmers and workers still can't afford to put enough food on the table for their families or provide the basics such as education or healthcare.

A major cause of this is severe pressure in the banana business to keep prices low. Banana farmers and workers are at the end of tough supply chains, where every last penny is squeezed out. The key driver of this low-price ambition? Supermarkets that want to offer the cheapest bananas possible.

THE PRICE ISN'T RIGHT

The majority of the bananas we eat in the UK are bought from major supermarkets, many of which are continually battling each other to keep their customers through a highly-competitive and public price war.

Each week these supermarkets price check and match essential basics like loose bananas (and other products such as bread and milk) against each other to get more shoppers into their stores. Sometimes these products are even sold at a lower price than it

costs the supermarket to purchase them. However, the supermarkets know that once we're in their shops, they can make their profits on the other products we buy.

So they can offer us cheap bananas, supermarkets use their massive buying power to keep the price they pay for them as low as possible. Unfortunately this puts pressure on their suppliers and on banana farmers and workers. In the last 10 years, the supermarket sector has almost halved the shelf price of loose bananas whilst the cost of producing them has doubled.

It's a bruising business – one that risks the lives and livelihoods of millions of poor farmers and workers around the world.

Something has to change and that's why, this Fairtrade Fortnight, a man with a plan is coming.

Q: WHAT ABOUT THE SUPERMARKETS THAT SELL FAIRTRADE BANANAS?

A: A Fairtrade banana, no matter what price you pay in the supermarket, means a Minimum Price is paid to farmers that aims to cover the costs of sustainable production and a premium on top of this which they choose to invest in community projects or in improving their businesses.

At the moment, most supermarkets are caught up in competition over how cheaply they can sell their bananas and that includes Fairtrade bananas. While the farmer or worker who grew a Fairtrade banana has a vital safety net, it's clear that Fairtrade alone is not enough to end the price wars. We need to go further to ensure the price we pay for our bananas is sustainable for farmers and workers.



MEET FONCHO

Albeiro Alfonso 'Foncho' Cantillo is a 43-year-old banana farmer from Colombia. He works hard, putting in long hours to make his business work. He loves spending time with his family – his wife and their 19-year-old daughter and 15-year-old son, who he shares a passion with for football. And like the rest of us, he's got a to-do list he never gets round to finishing.

Foncho's livelihood depends on his bananas. He grows them on a small plot of land he inherited from his father. He cares deeply about his farm and

FAIRTRADE SAFETY NET

Foncho understands the difference a fair price can make because the majority of bananas he grows he sells as Fairtrade. This gives him some protection from the brutal banana business, guaranteeing him a decent Minimum Price and his co-operative a premium to invest in the community. This means his daughter can study accountancy, something he could never have imagined before Fairtrade, and his son can look forward to further education and a bright future.

But Foncho knows it's not always the same for other farmers and workers who often can't enjoy the same security and are desperately struggling to make ends meet. He also knows they may be forced to work in dangerous and difficult conditions, using life threatening pesticides without adequate protection and education about the health risks.



FONCHO'S FARM,
RIO FRIO, MAGDALENA, COLOMBIA



his bananas – as he knows that without them he would struggle to find another job to provide for his family. And that's why he's coming all the way to the UK this Fairtrade Fortnight.

Foncho is fuming that the majority of the bananas munched in the UK are sold so cheaply that his fellow growers often do not earn enough from what they sell to the UK.

Starting this Fairtrade Fortnight, he hopes we can abolish unfair bananas from the UK so that every farmer and worker growing them for us gets a fair deal.

SUPERMARKET SHAKE-UP

By supporting Foncho, we can campaign for change that can make a difference to the lives of millions around the world. We must persuade all the major supermarkets to start to do things differently and demand that the price stickered on loose bananas reflects their true cost and pays those who grow them a decent price or wage.

The supermarkets will struggle to act on their own to do this because they need to stay competitive and so are stuck in their price wars. Competition Law forbids them to co-ordinate price rises. That's why this Fairtrade Fortnight we need to petition the government to work with supermarkets to treat all banana farmers and workers fairly.

So let's stick with Foncho to make bananas fair this Fairtrade Fortnight. Stay tuned for the latest policy analysis and details of the campaign call to action in early 2014 at stickwithfoncho.org.uk

FIND OUT MORE ABOUT FONCHO AND HIS FAMILY

Foncho, 43, lives with his family in the market town of Cienaga – in the Magdalena region of Colombia. Foncho's mother Libia's modest house is home to Foncho, his wife Farides, their son Alfonso, 15, (to his friends Sebastian), daughter Brenda, 19, as well as Foncho's mother, his sister Maribel and her two children.



'THIS TREE IS A PART OF ME. IT'S IN MY HEART. IT HAS TO BE. THIS PLANT NEEDS LOVE. I CARE ABOUT IT AS IF IT WERE A PERSON, BECAUSE IT TAKES CARE OF ME AS WELL.'

Foncho has always been a banana farmer. Growing up, he helped his father on their small farm, and he inherited it from his father. It's been in the family for generations – passed from father to son for so long that Foncho's mother can't recall how long the family has been farming. Foncho used to live on the farm, which is outside a village called Rio Frio about 20 minutes away by motorbike, but moved to Cienaga so his children could be closer to school.

Foncho gets up at 4am every day and has breakfast with his daughter. He then drops her off at the bus stop at 5am so she can get to college in time for her accountancy lectures which start an hour later. Foncho then spends almost 12 hours working on his farm before heading home for dinner with his family. He usually tends to his bananas with his friend who owns the neighbouring banana farm and who he shares a processing facility with.

Foncho is a member of Coobafrio co-operative – which has 43 members and has been producing Fairtrade certified bananas for two years. Banana farmers in the area set up the co-operative in the late 1990s and Foncho's father was a founder member. Two thirds of the bananas the co-operative grows are sold as Fairtrade. Each farm in the co-operative harvests 30 boxes of Fairtrade bananas a week for export.

Fairtrade has changed the lives of these farmers and their families. It has given them new skills to look after their farms and increase the quality of their bananas through investing in better fertiliser, improving housing and providing social security for members. The Minimum Price Foncho gets means he can afford to pay his daughter's college fees – something he could never have imagined doing before.

UNPEELING THE PROBLEM

PRICES FALLING, COSTS RISING

The banana export sector has undergone radical structural changes over the past 30 years – including successive reforms of the European Union (EU) Banana Regime and the related World Trade Organization (WTO) dispute, both of which were major factors in the liberalisation of the banana industry. The consequent erosion of preferential access to the European market has had disastrous consequences for small-scale farmers, such as those in the Windward Islands, who have struggled to compete on price with large-scale producers in Latin America.

Meanwhile, intense retail competition in the UK has seen the price we pay for loose bananas slashed to unsustainable levels. The ripple effects across the

supply chain of this race to the bottom have been disastrous for banana producers who shoulder most of the burden. Many plantation workers experience poverty-level wages, unacceptable working and living conditions, short-term contracts and trade union repression.

At the same time, smallholder banana farmers have been forced to cope with these falling prices. They also face the impact of climate change and issues of food security and the reality that the cost of producing bananas sustainably has doubled in the past 10 years. The sums just don't add up and without radical action to restore the value of bananas, the farmers and workers who produce the world's most popular fruit will face increasing hardship.



WHY ISN'T FAIRTRADE THE TOTAL SOLUTION?

Fairtrade bananas have been on sale in the UK since 2000 – and today one in three bananas sold in the country is Fairtrade. This is a huge step forward but with retail pricing outside the remit of the FAIRTRADE Mark – buying Fairtrade bananas alone is not enough to make bananas fair.

Nonetheless, Fairtrade continues to make a real difference to the lives of over 18,000 farmers, workers and their communities in 11 countries across three continents. Fairtrade standards require buyers to pay producers at least the Fairtrade Minimum Price and a Fairtrade Premium. The Fairtrade Minimum Price aims to help producers cover the cost of sustainable production, particularly when market prices are low. Producers decide democratically how to invest their premium payments in their business or communities. This means that regardless of how little bananas are sold for in our supermarkets, you can be sure when choosing Fairtrade that these standards are met.

Fairtrade standards and Minimum Prices are regularly reviewed. Banana Minimum Prices were reviewed in October 2013 and the standards for plantations are being reviewed at the time of writing.

In 2011 Fairtrade Premiums delivered an additional £12 million to banana producer organisations

The Fairtrade system certifies bananas from both smallholder farms and plantations and seeks to address the different issues farmers and workers face. For smallholder farmers, among other things, Fairtrade empowers them to form co-operatives, negotiate contracts fairly and invest in their farms to improve banana quality and yields.

'Consumers can be certain that the Fairtrade Premium has been used in a responsible manner to help strengthen our organisation. I invite them to come to Peru to see it themselves.'

Valentín Ruíz, APPBOSA co-operative member



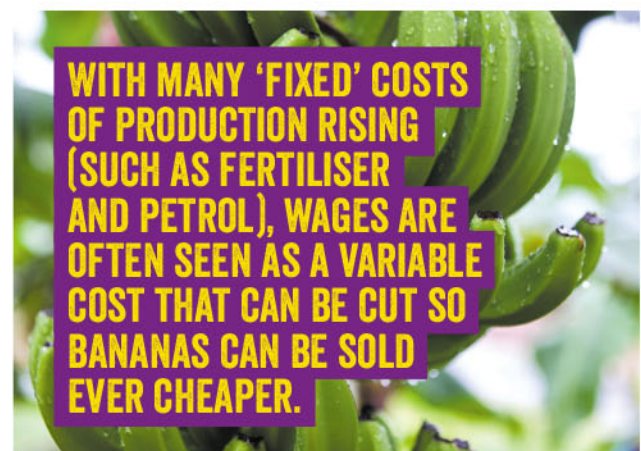
BEHIND THE BANANA

LARGE-SCALE PRODUCTION

Large-scale plantations in Latin America – and increasingly in Africa and Asia – produce the majority of the bananas we eat. These large export plantations can be up to 5,000 hectares in size and practice monoculture (where the same banana species is grown on the same land for many consecutive years resulting in uniform growing requirements and habits and so greater yields). These plantations are usually controlled or operated by national companies or large transnational corporations but the banana trees are tended to and harvested by hundreds of local or migrant workers.

Plantations need huge investment in infrastructure and technology for transport, irrigation, drainage, cable ways and packing facilities. The plantations benefit from economies of scale – high volumes mean lower unit, shipping and labour costs – which all contribute to lower export prices. With many ‘fixed’ costs of production rising (such as fertiliser and petrol), wages are often seen as a variable cost that can be cut so bananas can be sold ever cheaper.

A key factor keeping workers’ wages extremely low is the workers’ lack of access to trade unions and inability to bargain collectively. Workers are often prevented from forming trade unions and in some cases in Latin America, trade unionists have faced intimidation and repression.



DID YOU KNOW?

Bananas are highly susceptible to pests, fungi and disease which means chemical pesticides are applied as a standard way to keep yields high on large plantations and small-scale farms. On many large plantations, aerial spraying is often used which can damage the health of banana workers if they do not have adequate protection.



SMALL-SCALE FARMERS

Smallholder banana production is more labour intensive and much less capital intensive than plantation production. Small farms vary in size from one to 10 hectares and are usually managed by one or two family members with additional support from local workers at busy times.

The smallholder system occurs in Latin America and dominates the Caribbean banana export sector, where land is limited and the majority of banana producers are independent.

Caribbean farmers have been hit hard by trade rules which have forced them to compete against large-scale plantations that benefit from lower costs and economies of scale. They have much higher costs of production because their growing areas are hilly or mountainous with poor soil conditions, which lead to low yields. Input costs such as fertilisers are also much higher because of the smaller volumes grown.

The wages of part-time or temporary workers in the Caribbean are also higher than those of workers in Latin America because of more socially responsible legislation. Shipping costs are generally higher too, due to smaller volumes and because boats transporting bananas to consumers need to stop at more ports to load.

The small size of the farms and the farmers' weak bargaining power leaves them with no choice but to accept lower prices for their bananas – which are dictated by buyers. This is why forming co-operatives or other farmers' organisations is critical. For farmers who rely on bananas as their main source of income, not being able to cover their costs of production by negotiating fairer prices for them exposes them to debt and puts their entire livelihood at risk.

WHAT'S A FAIR BANANA?

Our campaign to make bananas fair is all about ensuring every banana farmer and worker earns enough to enjoy a decent standard of living, works in safe conditions and has proper rights and benefits. It also aims to make sure bananas are produced in a way that is environmentally sustainable too.

While Fairtrade has done a lot to meet this ambition, there are still areas that the international Fairtrade standards for bananas cannot cover, such as supermarket pricing practices, which is why we are running this campaign. Equally, we know we need to constantly look at ways of delivering even greater benefits for farmers, workers and the environment, with one example being our work towards guaranteeing a living wage for workers on plantations.

Here is a definition of what the ultimate Fair Banana could look like – it's what we hope to reach through campaigning together and through continual improvement of Fairtrade certification standards for bananas.



A fair banana would be produced in a socially, economically and environmentally sustainable way and this can be independently (and publicly) verified

It would be produced by farmers and workers who:

- are able to sell at a fair price or earn a wage which covers the cost of living and/or sustainable cost of production
- have access to fairly negotiated contracts, so as to be able to predict future income
- enjoy labour and union rights and are free from discrimination
- have access to affordable housing, education and healthcare
- are empowered and able to organise themselves to make decisions and negotiate fairly
- have adequate health and safety guidance and equipment
- have fair access to finance and advice to improve their productivity
- do not use child labour and ensure that children are safe

It would be grown with respect for the long-term sustainability of the natural environment, where:

- the use of pesticides is minimised
- biodiversity is protected and enhanced
- water and soil are managed sustainably
- greenhouse gas emissions are minimised

HOW YOU CAN STICK WITH FONCHO TO MAKE BANANAS FAIR

In order to make bananas fair, we all have to play a part in making Foncho famous this Fairtrade Fortnight.

Together we need to convince the government to take action to help end unfair pricing by supermarkets and take a massive step towards abolishing unfair bananas.

We also know if enough people buy Fairtrade bananas, supermarkets will be clear we care about the people who work growing our favourite fruit and want to support them receiving a fair deal.

The information in this guide about bananas and Foncho's story form the message that we would like to communicate. Some activity ideas follow to get you started in planning how you can get involved.

MAKE BANANAS FAIR IN 4 STEPS:

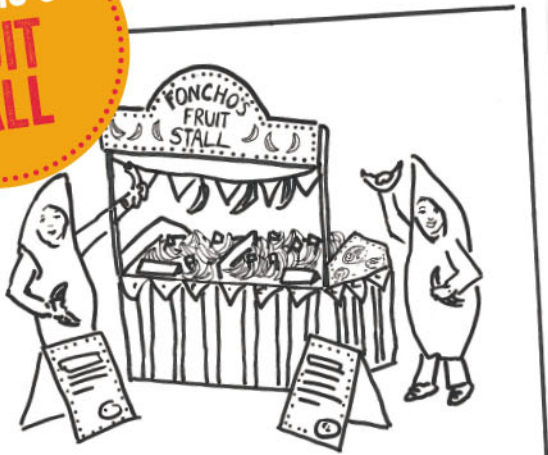
- 1 Make Foncho famous in your area
- 2 Gather as many petition signatures as possible
- 3 Of course: Buy Fairtrade bananas
- 4 Stay tuned after Fortnight to hear the next steps in the campaign

WHAT'S THE MESSAGE?

- 1 Join us to end unfair banana pricing by supermarkets by getting the government to ensure growers can get a fair return
- 2 Buy Fairtrade bananas
- 3 In schools: Get your canteen to stock Fairtrade bananas

Abolishing unfair bananas in the UK is a huge task so Fairtrade Fortnight is only the beginning of tackling this challenge. Stay tuned throughout 2014 for the next steps we'll be taking to make bananas fair.

FONCHO'S FRUIT STALL



FONCHO'S FRUIT STALL CHECKLIST

Foncho's fruit stall signage

Event pack

Banana petition cards & banana briefing

Stick with Foncho stickers

Inflatable bananas & banana suits

Fairtrade bananas*

Smoothie bike

Banana bread

_____ (your own creative idea to make the stall interactive)

Set up Foncho's fruit stall in your community to explain why taking action to make bananas fair is so important. The objective is simple: to gather as much support for Foncho in petition sign-ups as possible.

You can set up your stall anywhere you can make Foncho famous: in the high street, at the market, in your place of worship, school or workplace or as part of a wider Fairtrade event.

Use creative ideas to make the stall interactive and engaging, from a smoothie bike making banana drinks or a banana fact quiz, to dressing up in a banana suit to attract attention. Check out all of the downloadable materials – from facts and films to posters and presentations – and order an event pack containing all you need to communicate Foncho's message on the stall at stickwithfoncho.org.uk

*GET BANANAS FOR YOUR STALL

Fairtrade bananas will make the stall more attractive – if you have a relationship with your local supermarket or other Fairtrade banana retailer they may donate some for you to use.

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FONCHO'S FRUIT STALL

COLLECT PETITION SIGNATURES CREATIVELY

Although hugely important if we are to make bananas fair, signing a petition card isn't necessarily fun or newsworthy. Adding a fun and visual activity to your stall can attract more support and also create a good photo opportunity to help make Foncho famous in your local media.

We recommend asking all petition signatories to sign an inflatable banana (make sure they sign a petition postcard too) and hold a photocall with your MP or MEP also showing their support. See below for more details.

Whatever you do, be sure to take pictures and share them on Facebook and Twitter.

GET IN TOUCH WITH YOUR IDEAS

Email us your creative ideas for collecting petition signatures to campaigns@fairtrade.org.uk and we'll share the best ones on stickwithfoncho.org.uk (we'll send an ethically sourced banana suit as a prize to our favourite three ideas too).



MORE WAYS TO MAKE FONCHO FAMOUS

INVITE YOUR MP AND MEP

Invite your MP and MEP along to any event you organise and take a photo of them signing the petition card and ideally an inflatable banana too as a photo opportunity. As well as getting their support for the campaign it will also raise the profile of what you're doing, particularly in the local press. In early 2014 we will share the latest policy analysis and details of the campaign call to action at stickwithfoncho.org.uk – so that you can send the information to your MP or MEP in advance to brief them.

Influencing MEPs in 2014 will be important as we will also be asking them to sign up to the 'Vote for Fair Trade' manifesto in advance of the European elections in May 2014. More details of that campaign can be found at fairtrade.org.uk/vote4ft*

MAKE FONCHO FAMOUS ONLINE

The petition to abolish unfair bananas will also be online from Fairtrade Fortnight. If you have a website or Facebook or Twitter accounts, join the campaign online to share films, facts and updates from Foncho's visit to the UK with your followers in support of making bananas fair. Foncho would love to hear about what you've been up to in your community, so don't forget to let us know what you get up to.

ATTRACT THE MEDIA

Whatever you organise during Fairtrade Fortnight, it's a great opportunity to attract local or regional media coverage for Foncho and for Fairtrade. A dedicated media toolkit, with more ideas on communicating the campaign message and template press release, is available to download from stickwithfoncho.org.uk

The media likes a strong photo opportunity, ideally including someone well known, to communicate the issue of unfair bananas. That's why inviting a politician along can really help to make Foncho famous and increase the campaign reach.



FONCHO'S FAIRGROUND



If you have space, add to Foncho's fruit stall by inviting other stands – from Fair Trade Organisations to other

campaigning groups. Add activities for all the family and you have yourselves a complete Fairground – guaranteed to make Foncho famous in your area. Here are a few activities you could try:

HOOK A BANANA: What you'll need: A simple rod, a paddling pool and bananas (they float). Number the bananas with permanent marker and ask a different banana related question from the banana quiz with each different numbered banana.

BANANA TOSS: What you'll need: Some bananas, home-made distance markers and plenty of space. See who can throw a banana the furthest.

BANANA FACE MASK: Did you know a crushed banana also acts as a natural facial mask treatment? Another popular recipe is adding $\frac{1}{4}$ cup of plain yoghurt and two tablespoons of Fairtrade honey to a medium sized banana.

BANANA BALANCE CHALLENGE: How many bananas can you balance on top of each other one-by-one? The current record is 10, but we're sure someone can beat that.



BANANA SMOOTHIE BIKE:



An old favourite, smoothie bikes are commonly available to borrow or hire to make delicious healthy drinks with pedal power.

BANANA BAKING: Take a look at some recipes including bananas and other Fairtrade products at stickwithfoncho.org.uk

FONCHO'S FAIR FEAST

Engage new or existing supporters with Fairtrade through a delicious Fairtrade-themed meal with a difference. You can work with a local restaurant, catering students in the college canteen or simply in someone's home and hold a fantastic dinner party or Fairtrade-themed evening.

AN EVENING WITH FONCHO

Simple, tried and tested public awareness raising. Foncho will be in the UK leading the campaign during Fairtrade Fortnight, but he won't be able to get to every single event. You can download a presentation and films featuring his story and the campaign to make bananas fair to include as part of any event. Maybe there's a prominent politician or well known supporter of Fairtrade locally you could invite to speak as well? If you would like a Fairtrade Foundation speaker, email campaigns@fairtrade.org.uk and we'll do our best to send a representative along.

FONCHO'S BANANA QUIZ

Help people find out more about why we need to stick with Foncho by running this banana quiz. There are different themed rounds and separate quizzes for kids and adults. All the questions will be available to download from stickwithfoncho.org.uk

BANANA DRAMAS

There are any number of stories and facts that can be brought to life through drama. Perhaps you know a budding playwright or drama students who could devise short sketches to raise awareness of the campaign?

AMMANFORD'S FAIRTRADE BANANA SPLIT



Each year during Fairtrade Fortnight, Fairtrade Supporters in Ammanford, Carmarthenshire, get together to create a giant Fairtrade banana split. Last year's was 30 metres long, so you can imagine how many people had to come along to help polish it off (and support the Fairtrade campaign at the same time).

CAMPAIGN AWARDS

Don't forget, anything that you get up to in Fairtrade Fortnight as a Fairtrade Group or Supporter can be entered into our annual Campaign Awards. As well as the prestige of a national award, you can win a cash prize to reinvest in your campaigning activities. The categories are:

MOST CREATIVE CAMPAIGN

BEST OUTREACH AND NETWORKING

BEST MEDIA CAMPAIGN

The application form will be available in early 2014, but you can take a look at the criteria for the different categories right now at fairtrade.org.uk/awards to get an idea of how your activities can be award-winning.



VISIT STICKWITHFONCHO.ORG.UK FOR

- **A full banana briefing:** Get stuck into the details of how and why the banana industry has to change, find out who exactly the petition will be targeting and what we'll be asking them to do.
- **Presentations:** Tell Foncho's story through PowerPoint and Prezi.
- **Films:** A selection of films of varying lengths telling Foncho's story.
- **Recipes:** A range of delicious banana-themed recipes from well known chefs.
- **Foncho's banana quiz:** A multi-round quiz to raise awareness of Foncho, Fairtrade and bananas.
- **Media toolkit:** Detailed tips and ideas for making Foncho famous in the media complete with template press release.

VISIT OUR BRAND NEW ONLINE SHOP – SHOP.FAIRTRADE.ORG.UK TO ORDER:

- Event packs
- Stick with Foncho T-shirts
- Inflatable bananas
- Stick with Foncho stickers
- Brand new, ethically-sourced banana suits
- The full range of Fairtrade merchandise



www.fairtrade.org.uk

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