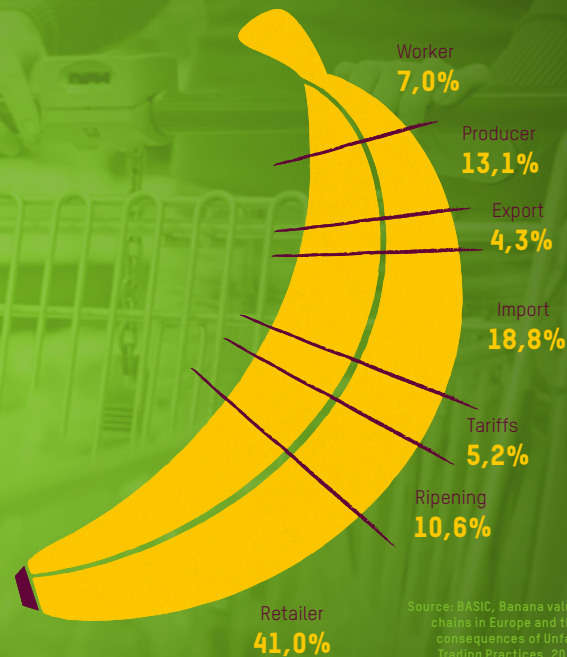


STOP SUPERMARKETS SQUEEZING WORKERS



AVERAGE BANANA VALUE BREAKDOWN
for main countries supplying the EU in 2014

Source: BASIC, Banana value
chains in Europe and the
consequences of Unfair
Trading Practices, 2015



BananaLink

Power imbalances along tropical fruit supply chains result in unsustainably low prices and other unfair trading practices by supermarkets. These pressures are passed on to people at the very beginning of the supply chain. Farmers have no guarantees about the payment they will receive. Workers are often forced to work long hours for low pay in degrading conditions, while exposed to harmful agrochemicals.

On average, workers only earn around 7% of the total value of bananas sold in the EU, while the supermarkets get the lion's share of around 41%.

"We work harder and harder, try to produce more and better while preserving the environment. But while our plants and fruits grow, while the profits of the supermarkets grow, the prices we receive never seem to grow. They cannot sustain a decent standard of living."

Anton Bowman, small producer, Windward Islands

Calling on supermarkets to Make Fruit Fair!

The Make Fruit Fair! campaign is calling on supermarkets to ensure fair prices and that their suppliers pay living wages, respect labour and human rights and respect the environment.

Decent Work

- ▶ a living wage/income for workers and small farmers;
- ▶ equal pay and equal access for women to employment and training;

- ▶ respect of labour rights including non-discrimination, freedom of association and the right to collective bargaining; and
- ▶ effective health and safety practices implemented in all workplaces.

Respect for human rights

Supermarkets should respect and implement human and labour rights throughout their supply chains. In particular, they should disclose their human rights impacts including that of their suppliers.

Fair supply chains

Supermarkets should treat their suppliers fairly, and pay prices that cover the costs of sustainable production.

Respect for the environment

Supermarkets should implement policies that encourage ecologically sound fruit production, ensuring that:

- ▶ there is sustainable use of resources, such as soil and water;
- ▶ producers reduce their dependency on hazardous agrochemicals, and increase the use of ecological and sustainable alternatives;

- ▶ there is respect for biodiversity; and they reduce their carbon footprint.

"My demand as a worker is to be paid accordingly. We work because we have the need to earn a living, so if we work we should get paid appropriately. I just ask that we get paid as we should, enough so we can survive, so we can provide for our children, our families, to support others."

Alan Rafael Garcia Socola,
Peruvian plantation worker

Make Fruit Fair!

The Make Fruit Fair! campaign consists of fifteen organizations from Europe working in partnership with four plantation worker unions and small farmer organisations in the Global South. Together we contribute to a global movement for change with our international campaign Make Fruit Fair!

What you can do

Sign up to receive progress updates about campaign actions, news from our trade union partners in Latin America and Africa and invitations to take part in urgent online actions.

<http://makefruitfair.org/newsletter/>

Further information and contact

www.makefruitfair.org - www.bananalink.org.uk
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