



WE ARE BANANA LINK

Banana Link is a small civil society organisation based in Norwich that advocates for fair and equitable production and trade in bananas and pineapples based on environmental, social and economic sustainability.

Our small team of seven part-time staff work mainly in our office above the Norwich Playhouse, while two staff are based in France and one in Ecuador. We work in partnership with plantation worker trade unions and small-scale farmer organisations in Latin America, the Caribbean, Central and West Africa and The Philippines to achieve sustainable production and trade in banana and other agricultural industries.



Our objectives

We aim to achieve tangible changes in the lives of people working in banana and pineapple chains that incorporate:

- **Fair and ethical trade practices** which are based on a fair living wage, equitable distribution of value along the chain, and competitive market access for small producers;
- **Dignity for workers** and respect for labour and trade union rights;
- **Sustainable production systems** which reduce dependence on hazardous substances and minimise adverse health and environmental impacts on natural resources, workers and communities; and
- **Constructive dialogue** between all economic and non-economic stakeholders that accelerates a transition to fair, equitable and sustainable banana and pineapple chains worldwide.

We aim to achieve our objectives through:

- **Engaging** in bilateral dialogue and cooperation with all industry actors who share our values and playing a leading role in multi-stakeholder fora, including the World Banana Forum;
- **Educating** actors throughout relevant value chains including the active monitoring, evaluation, promotion and sharing of good practice; and
- **Advocating** for the development and enforcement of effective legislation which ensures the respect of labour, social and environmental rights.



Our priorities

Our priority areas of work for 2020-21 are:

Gender Equality

- Raising awareness of, and working in partnership with industry actors to better understand and reduce the gender pay gap;
- Ameliorating the negative impacts of unequal power relations on plantations; and
- Promoting better health and safety practices and education.

Decent Work

- Supporting efforts to organise and build the capacity of trade unions to secure labour rights and living wages through collective bargaining;
- Encouraging company commitment to social dialogue and collective bargaining with independent trade unions;
- Promoting solidarity between local trade unions, regional and global trade union bodies and trade unions in consumer countries; and
- Encouraging ethical standards certifiers to rigorously implement robust standards to ensure the freedom of association on certified plantations.

Sustainable Production

- Engaging with selected producer governments to promote sustainable production, a fair distribution of value and labour law enforcement;
- Pressuring retailers to pay fair prices encouraging sourcing from small-scale producers on fair terms;
- Enabling South-South exchanges of learning and experience to promote agro-ecological production methods;
- Encouraging retailers to source and market bananas from producers that employ agroecological production, particularly from small-scale producers;
- Coordinating the exchange of strategies between civil society actors on value chain issues and the empowerment of workers and local communities in the face of global corporate economic interests; and
- Encouraging teaching in universities and business schools that promotes responsibility in global value chains.



Find out more

Banana Link website

<https://www.bananalink.org.uk/>

Banana Link Annual Review

<http://pub.lucidpress.com/bananalink2019/>

Video: [Who are Banana Link?](#)



 <https://www.facebook.com/bananalink99/>

 <https://vimeo.com/bananalink>

 <https://twitter.com/BananaLink>

 <https://www.linkedin.com/company/banana-link/>

 <https://www.flickr.com/photos/bananalink/albums>