



**FAIR TRADE
CAMPAIGNS**

Fair Trade Bananas 101

Use these facts to educate about the need for Fair Trade bananas

General Fast Facts

- Bananas are the **fourth most imported staple food** in the world after rice, wheat, and maize.
- In the United States, bananas represent a full **50 percent of all fresh fruit imports**, meaning that one out of every two pieces of fruit that crosses the U.S. border is a banana!
- According to supermarkets, the cost and availability of bananas is of equal importance to consumers as for milk, eggs, and bread.

The Need For Fair Trade Bananas

- **Less than 2 percent** of bananas imported to the U.S. are Fair Trade.
- Because bananas lack genetic variation, **agrochemicals are more heavily used on bananas** than on any other crop, besides cotton.
- Five corporations control around 80 percent of sales on the banana import market worldwide.

Conventional Bananas

- Many banana growing communities are plagued by inadequate wages; low levels of education; lack of social and labor protections or health benefits; pesticide drift; and contaminated rivers and streams.
- While developing countries account for only 25 percent of global pesticide use, they suffer 99 percent of acute **pesticide-related fatalities**.
- Banana workers can **work up to 10-12 hours a day** in blistering heat, without access to clean drinking water or protective equipment to help reduce exposure to agrochemicals

Fair Trade Bananas

- **Economic:** Farmers and workers receive **community development premiums** for each box of Fair Trade bananas sold. Producer groups vote democratically on how to use the premium to benefit the community.
- **Environmental:** Biodiversity, soil fertility, reforestation, and recycling of farm waste are all encouraged. Standards **prohibit GMOs** and dirty dozen chemicals.
- **Social:** Workers have the right to establish or join an independent union.
- **Training & Capacity Building:** Fair Trade standards require **training on topics such as work place safety**, freedom of association, and worker rights.

