

Go bananas for fair trade

Delicious and nutritious, the banana is Britain's favourite fruit. We eat five billion bananas every year but this fruity fascination comes with challenges. To meet the demand for bananas, there are farmers and workers in developing countries around the world who face difficult and often dangerous working conditions. Buying fair trade bananas is a way that you can help to give these workers a better quality of life.

What is fair trade?

Fair trade is a method of buying and selling goods that ensures the people who produce them receive a fair price.

The Fairtrade Foundation is an important organisation, which helps farmers and workers in many ways:

- The organisation helps farmers get better prices for goods.
- It encourages companies to improve working conditions.
- Workers and farmers' rights are protected.
- It pays the Fairtrade Premium, which is an extra sum of money that farmers can use to improve their farms and communities.
- It allows companies to use the Fairtrade Mark on their goods when they meet these conditions.



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Buying bananas with the Fairtrade Mark is the only way you can ensure that the producers have had a better deal.

What happens when trade is unfair?

The popularity of bananas comes at a price. Some banana plantation workers are paid very low wages. Many farmers are forced to live and work in poor conditions. Their health is damaged by the chemicals used in banana production. In addition, farmers do not always get good prices for their goods. Some farmers lose money and end up in the devastating position of selling their farms.

What can we do to help?

Fair trade could be the solution. The Fairtrade Foundation supports banana farmers who work on large banana plantations. There are 22,044 banana farmers and workers participating in fair trade. This ensures farmers' rights are protected and that they are paid a fair price. There is even a Fairtrade Minimum Price for each region where bananas are grown, which is the lowest possible price that farmers can be paid for goods. What a brilliant idea!

Most supermarkets in the UK sell fair trade bananas that have been bought directly from farmers, which means they have been paid a fair price. Fair trade bananas may cost more but surely you will be willing to part with a few more pence to ensure banana farmers and workers are paid fairly.



How can you help banana farmers and workers get a fair deal?

- Look for the Fairtrade Mark when you shop.
- Buy fair trade products regularly. It is vital that fair trade bananas sell well. Otherwise, supermarkets could stop selling them.
- Spread the word by telling your friends and family to buy fair trade too.
- If fair trade bananas are not on sale in your local supermarket, ask the customer services desk when they will have them. Supermarkets like to meet their customers' demands.



Buying fair trade products is a simple choice that has a massive impact on farmers and gives them a fair price for their goods. Help farmers in developing countries today by choosing fair trade.

Glossary

developing country

A country that is trying to advance its economy and industry, where many people have low incomes.

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Fairtrade Foundation

An organisation that helps farmers and workers to get fair prices for their goods.

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Fairtrade Mark

The label that guarantees producers are paid a fair price for their goods.

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Fairtrade Minimum Price

The lowest possible price that farmers can be paid for goods.

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Fairtrade Premium

An additional sum of money that goes into a fund for workers and farmers to use to improve their social, economic and environmental conditions.

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plantation

A large farm that grows a particular type of crop, especially in a hot part of the world.

