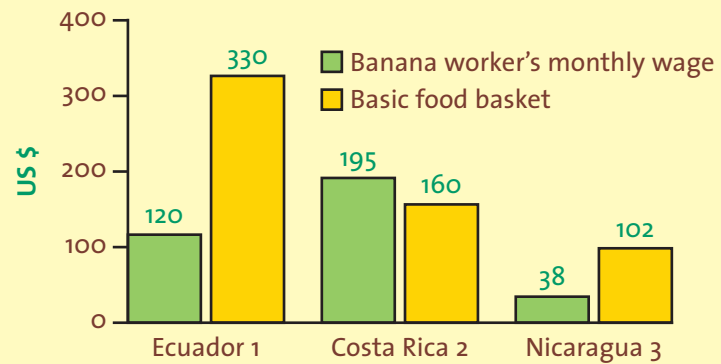


The banana links... workers and consumers

at the producer end...

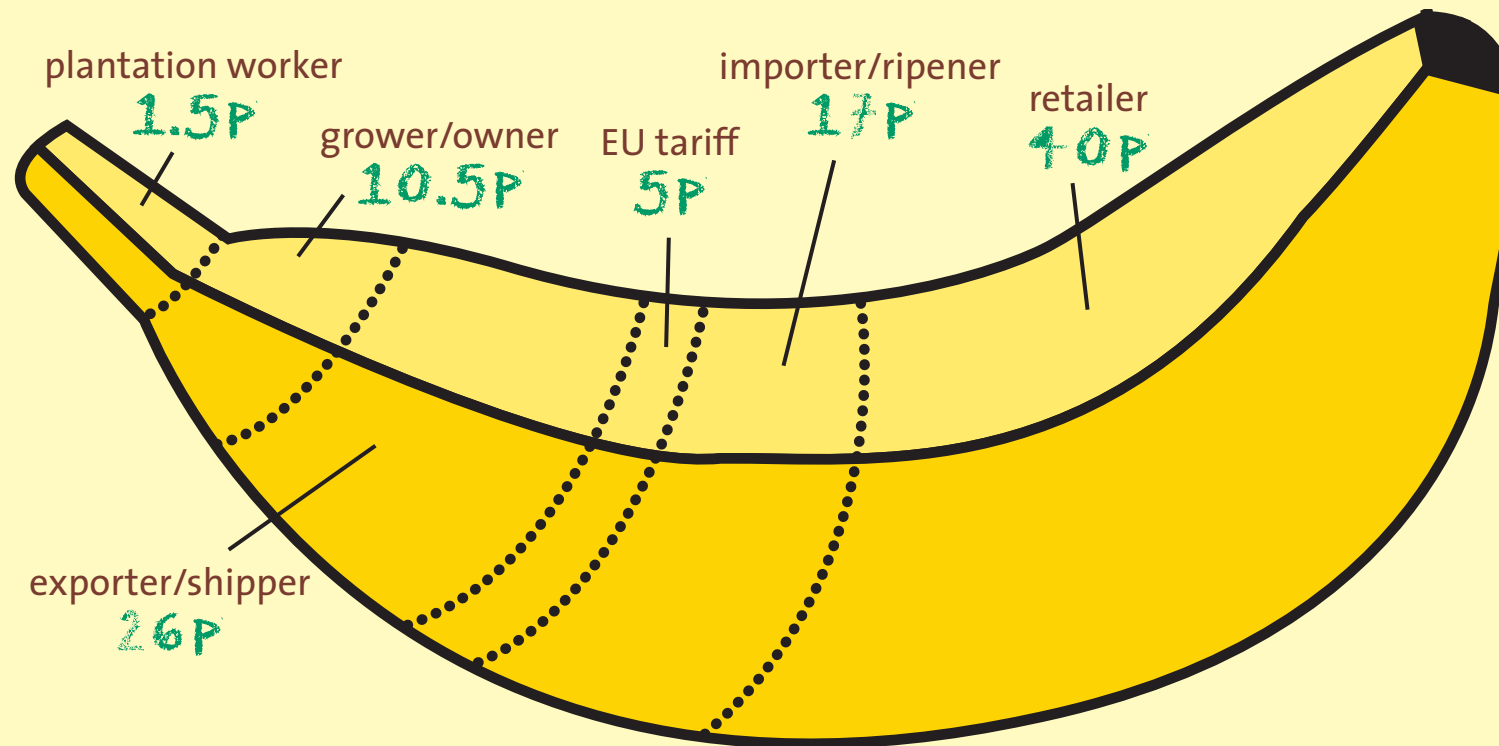
...at the consumer end of the chain

Banana workers wages compared to the cost of a basic food basket



The food basket excludes other living costs such as education, housing, electricity and water.

SOURCE: 1. FENACLE; 2. 2001 FIGURES FROM WWW.ESTADONACION.OR.CR; 3. INDEPENDENT SOURCES AND NICARAGUAN PRESS, 2002.



Who imports these bananas?

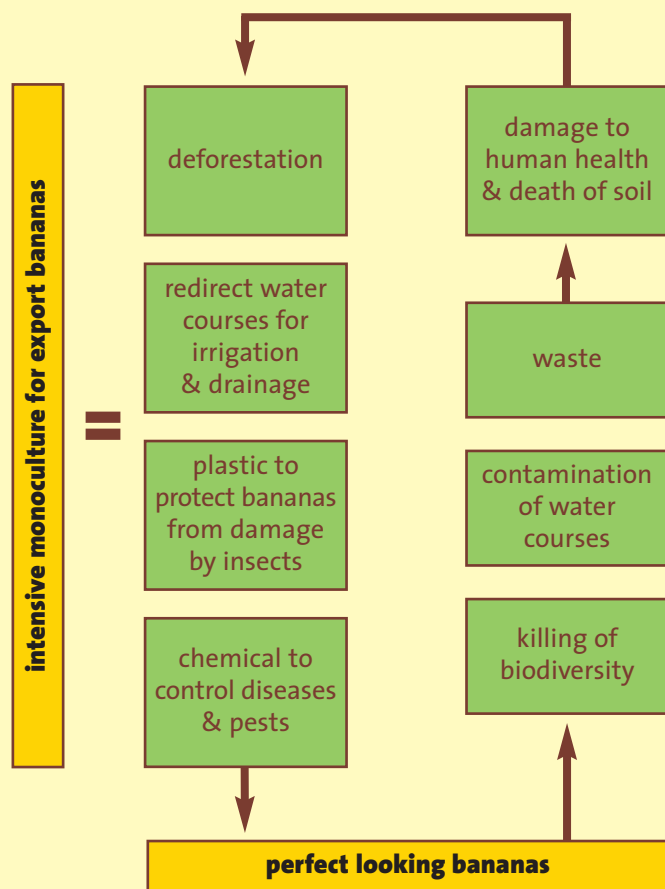
27%	Fyffes
18%	Fresh Del Monte Produce
18%	Jamaica Producers (35% owned by Dole)
13%	S H Pratts
12%	Keelings/Chiquita
8%	Mack Multiples
4%	Bristol Fruit



Social decomposition

Chemical use

Agrochemicals represent the single greatest hazard to workers' health. They are rarely given appropriate protective gear, equipment or training, yet the cumulative effects of exposure to the huge quantities of toxic chemicals causes symptoms from headaches to death.

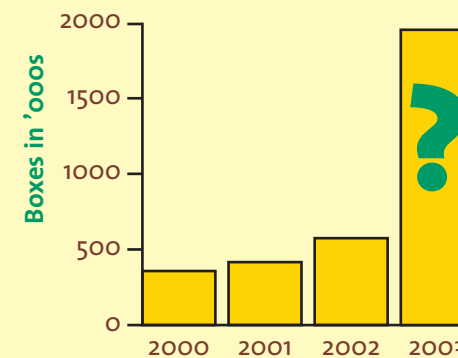


Take action

- Buy Fairtrade labelled or Windward Island bananas wherever possible.
- Write to your MP, calling on them to introduce mechanisms to limit the negative impacts of supermarket buying power.
- Join the Banana Action mailing list.
- Visit www.bananalink.org.uk



UK fairtrade banana sales



British consumers ate over 40 million boxes of bananas in 2002.

Banana Link works with banana workers' unions and small farmers' organisations in Latin America and the Caribbean for more environmentally, socially and economically sustainable banana production and trade. For more information, to find out about other materials or what other actions you can take, contact us at: **Banana Link, 38 Exchange Street, Norwich NR2 1AX** Tel: 01603 765670, Fax: 01603 761645 Email: blink@gn.apc.org

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Race to the bottom: Supermarkets demand increasing 'quality' standards yet push down the prices they pay to their suppliers. Price cuts are often passed back along the banana chain – until they reach the workers, those who have the least to spare. More and more companies are buying from Ecuador and Cameroon, which have some of the worst social and environmental conditions in the industry, in search of 'cheaper' sources of bananas – driving down conditions elsewhere.

