

EDUCATION PACK

The Truth About Bananas

Explores the realities for people and their environment, behind the production and trade of our favourite fruit, the banana. This education pack aims to empower users to challenge these injustices as active and global citizens. Much of the material is drama based, providing a fun and challenging approach to learning. Suitable for all ages; from 6 years to adults.

Banana Link (2006)

Price £8.00

FILMS

Pure Vida

This new film by Jan Nimmo takes a journey to the banana and pineapple plantations of Costa Rica to reveal the devastating effects that toxic chemicals are having on workers, the neighbouring community and the environment, just so we can buy cheap bananas at our local supermarket.

To order copies please contact Jan Nimmo at jan@greengold.org.uk or visit www.greengold.org.uk

Bananas Unpeeled

This film, introduced by Mark Thomas, investigates the social and environmental conditions facing banana plantation workers and farmers in Latin America and the Caribbean. 'Bananas Unpeeled' also examines Fairtrade as a positive alternative for the future. Includes action ideas and teaching notes for Geography, Business Studies and Art.

Available on **VHS** or **DVD** from Banana Link. Running time: 26 mins

Banana Link (2000)

Price: £10

FILMS (contd)

Los Alamos "I don't like unions. I will fight them."

This short film tells the story of what happened to banana workers on the Los Alamos plantation in Ecuador when workers decided to organise and strike to gain basic labour rights. A unique eyewitness account of the strike and response of the plantation owner, Noboa, Ecuador's wealthiest man.

Available on **VHS** or **DVD** in English or Spanish. Running time: 9 mins

Banana Link (2004)

Price: £5

Bonita: Ugly Bananas

A documentary version of the Los Alamos story. Suitable for all audiences interested in human and Labour rights.

Available on **VHS** or **DVD** in English or Spanish. Running time: 23 mins

To order copies please contact Jan Nimmo at jan@greengold.org.uk or visit www.greengold.org.uk

Banana Link (2005)

Price: £10

CD-ROM and CDs

Race to the Bottom CD-ROM

A **PowerPoint presentation** with photos of workers and conditions on Ecuador's banana plantations including a violent attack on workers in May 2002.

Banana Link (2002)

Price: £2.50

For information about other power point presentations available for specific event, please contact the Banana Link office.

Fair Trade Banana Song CD

"Fairtrade bananas are the best of the bunch." Song sheets are also provided.

Banana Link (1997)

Price: £5

BOOKLETS

Best of the Bunch: Fairtrade Bananas From Producer To Consumer

20 page A4 booklet with information on the history of fair trade, the situation in the Windward Islands, how Fairtrade works, what the benefits are for producers, and the future challenges for fair trade bananas.

Banana Link (2001)

Price: £2

Race to the Bottom: Banana Workers' Rights in Ecuador

24 page A4 booklet describing the conditions that Ecuador's 250,000 banana workers face. It describes how companies are relocating production and sourcing in a quest to supply the rich consumer markets with the 'cheapest' possible bananas.

Banana Link (2003)

Price: £3

LEAFLETS

Fairtrade Bananas!

A **leaflet** to raise awareness of Fairtrade and encourage consumers to choose Fairtrade bananas. It explains the benefits of Fairtrade and includes details of Fairtrade banana suppliers for retailers.

Banana Link (2008)

Free (+ donation towards p&p)

Other information leaflets:

Which Bananas?

Women's Leaflet

Environment Leaflet

Big But Not Beautiful:

The Banana Companies Leaflet

Banana Link (2008)

Free (+Donation towards p&p)

POSTERS

The Banana Links Poster

This newly-updated A3 colour illustrated **poster** clearly shows the links between consumers and producers – what you buy and how it is produced and what this means for the banana worker. It uses simple and effective illustrations and facts, and gives ideas on how to take action.

Banana Link (2008)

Price: £1

Also available in Spanish

Full Colour A2 Posters Promoting:

- trade union rights

- fair trade

- environmental protection

- the campaign to 'reverse the race to the bottom' in the banana industry.

View posters at www.bananalink.org.uk

Banana Link (2005)

Free (+ donation towards p&p)

T-SHIRTS

Fairtrade T-Shirts

Fun and funky Fairtrade **T-Shirts**

sourced from Ethical Threads. Black with a bunch of Fairtrade bananas on the front and 'Support sustainable banana production: choose Fairtrade Mark and Caribbean Bananas!' on the back.

Price: £12.00 (in various sizes)

For information on our different mailing lists, please contact Banana Link or visit our website at www.bananalink.org.uk



How You Can Get Involved!

1. Get informed

Receive updates about the banana trade and get requests for action from our partners in exporting countries.

2. Introduce trade justice issues into activities or events

Order resources from Banana Link, as listed inside this leaflet.
Please also contact us for advice and further information on running workshops

3. Volunteer

If you live in the Norwich area we can use your skills to help out in our city centre office.

4. Take action

Visit the websites to find out more:

Tescopoly www.tescopoly.org
The Tescopoly campaign aims to highlight and challenge the negative effects of supermarket behaviour along supply chain, both in the UK and internationally, on small businesses, communities and the environment.

Support Caribbean Bananas www.supportcaribbeanbananas.org.uk
This campaign supports small farmers in the Caribbean by asking British consumers to buy Caribbean and Fairtrade bananas

Dole www.bananalink.org.uk
This Europe-wide campaign calls on consumers to keep the pressure on Dole Food Company to uphold and respect labour and environmental standards on its plantations in Latin America, notably Guatemala, Ecuador and Peru.

Contact us at:

**38 Exchange Street,
Norwich,
Norfolk NR2 1AX**

**Tel: 01603 765 670
info@bananalink.org.uk
www.bananalink.org.uk**

Banana Link Information and Resources

What is Banana Link?

Banana Link is a small and dynamic not-for-profit co-operative that campaigns for a fair and sustainable banana trade. We work in close partnership with Latin American banana workers trade unions, small Caribbean farmers and civil society organizations in Europe and the U.S.

Why Bananas?

Bananas symbolise the wide range of injustices in international trade. They are the most profitable item passing through our supermarket check-outs, yet the banana growers who provide the hard labour and often endure poor working conditions and exposure to toxic pesticides are only paid 1 to 2% of the banana cost. Almost 40% of the money you spend on your favourite fruit goes to supermarket retailers. Workers' attempts by workers to improve their livelihoods through independent trade unions are often suppressed by powerful multinational corporations.

Large-scale banana cultivation on plantations causes pollution of local eco-systems by unregulated pesticide use, loss of biodiversity through mono-culture systems of agriculture and deforestation; all of which have negative impacts on local communities and the environment.

In the second half of 2007, UK consumption of Fairtrade bananas increased to 20% and Banana Link is supporting the work of Caribbean small farmers as they struggle to maintain a market share since changes to EU banana policy through our Support Caribbean Bananas campaign.

