

Resources

'The Truth About Bananas' education pack explores the realities, for people and their environment, behind the production and trade of our favourite fruit, the banana. This pack uses activities and games that are suitable for all ages, providing a fun and challenging approach to learning.

Available from Banana Link for £8.

Many more resources are available from Banana Link on request;

- Short films, available in DVD or VHS format, show the harsh realities for workers in banana producing countries.
- Information leaflets can be provided on a range of issues including the environment, women and the banana multinationals.
- A Fairtrade information booklet and leaflet, colourful Fairtrade posters and a Fairtrade song.

Please contact Banana Link for a full resource list or if you would like to order materials for events or educational activities.

Banana Updates

Banana Link distributes requests for urgent action in response to abuses of worker rights. Please contact us if you would like to be added to our mailing list.

Banana Link publishes the 'Banana Trade News Bulletin' which provides detailed updates banana trade policy developments and a 'Union to Union' News from the Banana Front bulletin with comprehensive information on workers rights and trade union activities within the banana industry. For information on how to receive our bulletins please contact Banana Link.



Banana Link, 38 Exchange
Street Norwich Norfolk UK NR2
1AX
Tel: 01603 765 670
Email: info@bananalink.org.uk



Which Bananas?



Banana Link campaigns for a fair and sustainable banana industry in close partnership with banana worker's unions in Latin America and small farmer organisations in the Caribbean. This leaflet provides a simple guide to the social and environmental issues to consider when choosing bananas.

Bananas are our favourite fruit but a *Race to the Bottom* is being pursued in the industry as companies relocate in search of ever 'cheaper bananas'. Most bananas sold in the UK come from large scale plantations in Latin America, and increasingly West Africa. Pollution caused by intensive pesticide use, soil erosion and deforestation are just some of the devastating environmental impacts of this type of monoculture production as companies seek to increase productivity and thus profit. The social impacts of the *Race to the Bottom* are appalling - migration, gender discrimination including sexual harassment, cancer and even death from unprotected agrochemical use, a rapid increase in subcontracting undermining worker's rights and the failure to respect core labour standards including the freedom to organise.

Banana Link campaigns to improve these conditions and contribute to the creation of a socially just, environmentally sound and economically viable banana industry.

Action!

Learn more about these issues by visiting
www.bananalink.org.uk

Race to the Bottom

The 5 big banana companies - Chiquita, Dole, Del Monte, Fyffes, Noboa - control around 85% of world trade in bananas. These companies fail to accept responsibility for the social and environmental impact of their trading and practices. The recent introduction of voluntary standards has not significantly improved conditions on the ground. Banana Link and 73 other global human rights organisations are campaigning to encourage Dole Food Company to respect basic workers rights, including freedom of association, the right to organise and the right to negotiate a contract on their Latin American plantations.

Action!

Write to the banana companies and ask that they respect ILO standards and ensure freedom of association on all supplier plantations. Contact details can be found on our website. Read the Dole campaign booklet which can be ordered from admin@bananalink.org.uk

Supermarket Power in the UK

Supermarkets are the most powerful actors along the banana supply chain and lead the current "Race to the Bottom" being pursued in the banana industry. Bananas are the single biggest profit making item sold in UK supermarkets. Since 2002, key UK supermarkets have been conducting a banana price war; research indicates that prices have been reduced to such a low level that many workers are not even earning a living wage.

Action!

Write to supermarkets and ask them to guarantee legally agreed minimum labour standards for workers. Visit www.tescopoly.org, and ask for regulation to control the buyer power of British supermarkets.

Support Fairtrade and Caribbean Bananas



25% of all bananas sold in the UK carry the Fairtrade label. These bananas have been produced on small farms or plantations that meet the Fairtrade social and environmental criteria. Producers are guaranteed a minimum price, which covers basic food, housing, health and education needs. Choosing Fairtrade bananas therefore has a direct and positive impact on the lives of producers, workers and their communities.

Organic Fairtrade bananas are also available, reducing the environmental impacts of production. Without the Fairtrade label, organic bananas are not required to meet any social criteria, organic labelling alone can therefore not guarantee that a fair price has been paid.

90% of all bananas from the Windward Islands carry the Fairtrade mark with plans to convert ALL production to Fairtrade by the end of the year! Caribbean bananas are grown on small family owned farms using more sustainable methods of production than those used on the huge monoculture plantations in Latin America. The livelihoods of these small producers are highly dependent on continued trade with British supermarkets. Caribbean farmers simply cannot compete with the 'cheap' Latin American bananas produced with low paid labour - since 1993 some 15,000 family farms have been gradually squeezed out of the business.

Action!

Choose Fairtrade and Caribbean bananas. Ask your local shops and supermarkets to ensure that this choice is always available. Visit www.supportcaribbeanbananas.org.uk to lobby your local supermarket.