

Make Fruit Fair!



Banana Link is a not-for-profit co-operative based in Norwich. We raise awareness of the poor living and working conditions faced by plantation workers and small producers in Latin America, Africa and the Caribbean.

- Bananas are the single most profitable item sold in UK supermarkets.
- Banana workers in Cameroon earn less than a third of what they need to cover their most basic needs such as feeding and educating their families.
- For every £1 you spend on a Costa Rican pineapple in the UK, just 4p of this goes to the workers.
- Plantation workers in Latin America have little protection from toxic pesticides and as a result thousands of these workers have been left sterile.
- In Guatemala, seven members and ex-members of a banana workers' trade union – defenders of human rights – have been murdered in one year alone.

Your support can help us work to change this. Buying tropical fruit is often the closest relationship any of us have with the developing world. The consumer choices we make can – and do – have a direct impact on how people are employed and paid, and how their environment is treated.

See overleaf for information about how you can Make Fruit Fair!

campaigning for a fair and sustainable banana and pineapple trade

Make Fruit Fair!



Banana Link is a not-for-profit co-operative based in Norwich. We raise awareness of the poor living and working conditions faced by plantation workers and small producers in Latin America, Africa and the Caribbean.

- Bananas are the single most profitable item sold in UK supermarkets.
- Banana workers in Cameroon earn less than a third of what they need to cover their most basic needs such as feeding and educating their families.
- For every £1 you spend on a Costa Rican pineapple in the UK, just 4p of this goes to the workers.
- Plantation workers in Latin America have little protection from toxic pesticides and as a result thousands of these workers have been left sterile.
- In Guatemala, seven members and ex-members of a banana workers' trade union – defenders of human rights – have been murdered in one year alone.

Your support can help us work to change this. Buying tropical fruit is often the closest relationship any of us have with the developing world. The consumer choices we make can – and do – have a direct impact on how people are employed and paid, and how their environment is treated.

See overleaf for information about how you can Make Fruit Fair!

campaigning for a fair and sustainable banana and pineapple trade

Get involved...in person



- Encourage your local shop, café and other outlets to stock or use Fairtrade fruit. Contact us for a list of Fairtrade wholesalers.
- Volunteer with Banana Link in our friendly office. Help out with general admin, project work, and fundraising.
- Organise an event or sell unwanted items to raise funds to support our work.
- Ask Banana Link to attend Fairtrade and trade justice events – we can give talks, run workshops, and provide education packs.

Get involved...online

- Promote our work on [facebook.com/bananalink99](https://www.facebook.com/bananalink99) and follow us [@BananaLink](https://twitter.com/BananaLink).
- Watch our Banana Link and *Make Fruit Fair!* films on YouTube and Vimeo.
- Visit www.tescopoly.org to call for the regulation of supermarket buyer power.
- Sign up to Make Fruit Fair! to take part in online actions in defence of workers rights and receive our newsletter — <http://eepurl.com/pnyFH>.
- Sign up to our Local Supporters' Network to find out about local campaigning — <http://eepurl.com/pocfv>.
- Download our activist guide for creative fundraising ideas <http://bit.ly/SiOs4H>.



Donate

We need your financial contribution to help us continue our work. Please send a cheque payable to Banana Link to the address below or visit our website. A donation of just £10 or more a year would make a huge difference.

Name: _____

Email: _____
(Please write clearly)

- I enclose a cheque for £_____
- Please add me to Banana Link's Make Fruit Fair! email list
- Please add me to the Local Supporter's Network

www.bananalink.org.uk • www.makefruitfair.org.uk • info@bananalink.org.uk
01603 765670 • 42-58 St George's Street, Norwich, NR3 1AB



Get involved...in person



- Encourage your local shop, café and other outlets to stock or use Fairtrade fruit. Contact us for a list of Fairtrade wholesalers.
- Volunteer with Banana Link in our friendly office. Help out with general admin, project work, and fundraising.
- Organise an event or sell unwanted items to raise funds to support our work.
- Ask Banana Link to attend Fairtrade and trade justice events – we can give talks, run workshops, and provide education packs.

Get involved...online

- Promote our work on [facebook.com/bananalink99](https://www.facebook.com/bananalink99) and follow us [@BananaLink](https://twitter.com/BananaLink).
- Watch our Banana Link and *Make Fruit Fair!* films on YouTube and Vimeo.
- Visit www.tescopoly.org to call for the regulation of supermarket buyer power.
- Sign up to Make Fruit Fair! to take part in online actions in defence of workers rights and receive our newsletter — <http://eepurl.com/pnyFH>.
- Sign up to our Local Supporters' Network to find out about local campaigning — <http://eepurl.com/pocfv>.
- Download our activist guide for creative fundraising ideas <http://bit.ly/SiOs4H>.



Donate

We need your financial contribution to help us continue our work. Please send a cheque payable to Banana Link to the address below or visit our website. A donation of just £10 or more a year would make a huge difference.

Name: _____

Email: _____
(Please write clearly)

- I enclose a cheque for £_____
- Please add me to Banana Link's Make Fruit Fair! email list
- Please add me to the Local Supporter's Network

www.bananalink.org.uk • www.makefruitfair.org.uk • info@bananalink.org.uk
01603 765670 • 42-58 St George's Street, Norwich, NR3 1AB

