Campaigning for sustainable banana and pineapple supply chains
www.makefruitfair.org.uk

Guide for Activists
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August 2011
“The Co-ordination of Latin American banana and pineapple workers’ unions, COLSIBA, is fighting for the right to freedom of trade union membership. For many of our colleagues, that is still an unfulfilled desire, because in our region there is much resistance against those who want to form a union.

Workers suffer from many problems: overtime is not paid and many have no social security or educational support for their children. There are no unemployment benefits, no severance pay, and the women are not granted maternity leave, breaks for breastfeeding or childcare leave. The low wages are not enough to buy basic food and certainly not for the education of children, a house and health care.

Up to a quarter of the jobs usually occupied by women have disappeared, as a direct result of discrimination against women by the companies. Women are seen as high-risk employees because we are entitled to maternity leave and childcare leave. Fewer opportunities for women in banana production have serious consequences for the residents of rural communities, especially where women are single heads of household.

Some companies do not respect many labour rights, nor do they stick to their own ethical codes of conduct or the framework agreements and collective bargaining agreements concluded with the unions. However, although wages and benefits are slightly better where unions exist, companies do not uphold workers’ rights, nor adhere to their own ethical codes of conduct, framework agreements and collective bargaining agreements concluded with the unions.

We hope that wages in the banana industry will get better and there will be more legal justice for our female and male workers, if you consumers, when buying bananas and pineapples, just take a little bit of care to check under what conditions these products were produced. Bananas can indeed be very tasty and nutritious, but it would be more enjoyable for us all, if you could be sure that paying a certain price will help to achieve justice in social security and working conditions for female and male workers on the banana and pineapple plantations.”

That’s where we, the consumers, can make a difference, by choosing bananas and pineapples that have been fairly traded. Our choices can help achieve social justice for workers, enabling them to bring home a living wage to support their family.
Make Fruit Fair! Campaigning for sustainable banana and pineapple supply chains

This guide introduces you to the work of the Make Fruit Fair! campaign, providing background information on important issues in the pineapple and banana industries.

It is full of creative ideas to help you get involved and be part of the campaign, from responding to Make Fruit Fair! campaigns and urgent appeals, to creating your own actions to involve as many others as possible to call for fair and sustainable trade.

Your involvement is vital to the success of the Make Fruit Fair! campaign. It is also important to remember that you are not alone: our international campaign includes partners from elsewhere in Europe, Latin America, the Caribbean and Africa. Together we want to encourage more than 500,000 people to take part.

Why a campaign about bananas and pineapples?

Since 1996, Banana Link has supported sustainable banana production and fair trade. We have recently also included pineapples in our work because of requests from plantation workers’ unions organising in the industry and the similarities between how pineapples and bananas are traded. Bananas are the most traded fruit in the world, whilst world trade in pineapples is growing rapidly.

Both fruits are exported from the same producing regions, engaging the same trade unions, multinational fruit companies and supermarkets, with similar social and environmental impacts. The rapid expansion of the industry has been built upon a sub-contracted casual workforce, many of whom are migrant workers. Most tropical fruit plantation workers are poorly paid and their human rights are frequently abused.

We need your support and activism in solidarity with our international partners to see positive changes in the tropical fruit trade.

Stay up to date with the latest information and initiatives by regularly checking the campaign website at www.makefruitfair.org.uk and our Make Fruit Fair! Facebook, Twitter and Flickr pages.
Where and how are pineapples and bananas produced?

Bananas are the most popular tropical fruit consumed in Europe. They are an essential source of income and employment for millions of households in the developing world. Yet just a handful of multinational fruit companies control 80% of the international banana trade - Dole, Del Monte, Chiquita, Fyffes and Noboa. Most of these same multinationals also dominate the ever-expanding pineapple market. In both industries, hundreds of thousands of workers experience poor environmental, working and living conditions.

Most bananas and pineapples are grown for export on large plantations in Latin America, and increasingly in Africa. Plantation conditions are harsh with workers toiling 10 -12 hours in unbearable heat, up to 6 days a week. Many workers fail to earn a "living wage" to cover their basic needs such as housing, food, clothing and education. With the exception of cotton, the banana industry consumes more agrochemicals than any other in the world, some of which are classified as hazardous by the World Health Organisation (WHO), leading to cancer, sterility, skin irritations and respiratory problems amongst workers.

Such large-scale agro-industries can destroy entire ecosystems and have a devastating impact on local communities, including the pollution of water supplies. Despite national and international campaigns to halt the damaging expansion of pineapple production and hold companies responsible for their actions, environmental regulations continue to be violated; the pineapple companies’ economic and political power can secure their impunity.

Whilst small-scale production in these regions and the Caribbean is more sustainable, low prices have forced many farmers out of the international market. However, as conventional banana prices have declined, Fairtrade prices to producers have remained stable. This has proved a lifeline for many small farmers who have few economic alternatives. As Arthur Bobb of the Windward Islands Farmers’ Association (WINFA) has said: "If the Windward Islands had not made the switch to Fairtrade we may have been out of the market by now." This has had a knock-on effect on the economic activities of the islands because of the increased spending capacity of the banana-producing communities. Fairtrade has enabled the introduction of more environmentally-sound agricultural practices, such as a return to manual weeding.
Workers pay a high price for cheap fruits

Extensive research consistently exposes that most workers in banana and pineapple export production do not earn enough money to cover their living costs, a phenomenon which is seen in many other industries due to the impact of an increasingly globalised economy. These industries have also seen an increase in the sub-contracting of labour, whereby companies ‘benefit’ from a flexible, low-paid and non-unionised workforce. This reduces their direct responsibility to provide adequate working conditions in line with national and international labour laws. Some workers do receive a salary above the national minimum wage, but may have to work up to 14 hours a day, 6 days a week to earn this salary. For example, in Costa Rica, around 50% of workers are hired through subcontractors, often earning around half of what they deem to be a ‘living wage’. Most workers would be supporting at least three or four dependents, so failure to earn a living wage exacerbates poverty for families and communities.

Union Repression

All governments have ratified core labour standards, as defined by the International Labour Organisation (ILO) in their national labour laws. However, across the industries, these standards are regularly violated. In recent years there has been a move towards the privatisation of labour standards through the certification of tropical fruit plantations, using voluntary standards initiatives such as Fairtrade and the Rainforest Alliance. Although initiatives such as Fairtrade can, and do, benefit small farmers, there are concerns about the tangible benefits for plantation workers on the ground. Our belief is that for real improvements to be seen, workers must first be ensured the freedom to organise into trade unions, being empowered to defend their own labour rights and collectively bargain with employers for better conditions and wages.

However, even if workers are able to organise into unions, they can then face discrimination, persecution and sometimes violence. Anti-union tactics include:

- moving union members to undesirable and low paid jobs
- multiple sackings, with only non-union members being re-hired
- putting union members on ‘black lists’ preventing them from finding work on other plantations

Due to such widespread anti-union tactics employed by national and multinational banana companies, trade union membership is low in some banana exporting countries. Plantation workers in Guatemala face some of the worst conditions, with trade union activists regularly suffering discrimination, violence and even assassination. In Ecuador, just 2% of workers are in a union. The figures are similar in Costa Rica, where the fruit companies use ‘Solidarismo’ as a substitute for independent trade unions. ‘Solidarismo’ is a federation of self-financed pro-management workers’ associations, and is seen by trade unions as a deliberate attempt to eliminate and replace the most basic rights of workers to organise trade unions and engage in free collective bargaining with employers.

I’m the only union member in my team. Other workers want to join but they are scared they will lose their job and won’t be able to feed their families

Pablo López, Costa Rica

MAKE FRUIT FAIR!
Health and Safety
Intensive methods of production used in the tropical fruit industry maximise productivity but cause serious environmental damage. The plantations are often monocultures – where only one type of crop is grown. 97% of internationally-traded bananas come from one single variety, the Cavendish. This lack of genetic variety makes plants highly susceptible to pests, fungi and diseases, and therefore large quantities of insecticides and other pesticides are applied to the crops. As the pests and diseases adapt, ever stronger, more harmful pesticides need to be applied. Most plantation owners will spend more money on agrochemicals than on employing their workforce.

Agrochemicals are applied by hand and aerially sprayed. It is estimated that 85% of chemicals sprayed by plane fail to land on the crop, instead saturating the whole area, including workers, their homes and food. Laws prohibiting workers from being in the fields when spraying takes place are routinely violated. For plantation workers and local people, the health impacts of extensive agrochemical use are numerous and well-documented, ranging from depression and respiratory problems, to cancer, miscarriages and birth defects. Tens of thousands of workers left sterile by the use of a nematicide, DBCP, in Nicaragua and Costa Rica in the 1970s, are still seeking justice in the US courts from the multinationals involved. Fertilisers and pesticides also pollute water channels resulting in fish being killed and the destruction of other aquatic life, including coral reefs. Carelessly-stored chemicals seep into the soil and watercourses, whist polluted water is used for drinking, cooking and washing. In the communities of El Cairo, La Francia and Luisiana in the Southern Atlantic zone of Costa Rica, over 6,000 people now rely on government tanks delivering clean water for drinking.

Empowered, independent trade unions are thus vital to educate workers about health and safety at work, and to ensure that national legislation as well as private standards are observed. Fairtrade certification has brought significant environmental improvements, such as encouraging producers to engage in pesticide reduction measures. In Columbia the volumes of herbicides used in Fairtrade certified plantations have fallen significantly. The additional premium for organic Fairtrade also gives producers an incentive to move in this direction, even where it is not technically possible to become fully organic.

Women Workers
Tropical fruit companies increasingly prefer to employ men due to the high costs associated with employing women, such as offering maternity pay and childcare. Women workers in countries such as Ecuador and Costa Rica can represent as few as 7% of the workforce as employers increasingly view women as "high cost, high risk" employees.

For those women that have secured work, the working conditions can be very difficult. Women often face discrimination and, in some cases, sexual harassment. For example, in a number of countries, unions report that women are subject to pregnancy tests as a condition of employment, and that to secure a permanent contract, they feel under pressure to respond to the sexual advances of their supervisors. The long working hours are also particularly challenging for women, as they are primarily responsible for the care of the family and household.

Migrant Workers
In many countries, migrant workers account for a large section of the workforce. For example, in Costa Rica, approximately 70% of workers in the pineapple industry are Nicaraguan migrants. These migrant workers are the secret to Costa Rica’s pineapple success, providing a cheaper and more flexible workforce. Many have no official papers or visas, leaving them particularly vulnerable to the power of their employers, who can easily sack and deport them, for instance, for complaining about working conditions or joining a trade union.

Did you know that...?!
- It is estimated that more than 100 billion bananas are eaten in the world each year.
- In 2008, more than 19 million tonnes of pineapples and 90 million tonnes of bananas were grown in the world.
- Ecuador exports the largest quantity of bananas, whilst Costa Rica is by far the largest exporter of pineapples.
- Bananas were the subject of the longest and bitterest trade dispute in the World Trade Organisation, running from 1992 to 2009.
- The banana plant is the world’s largest herb.
- The word “banana” is derived from the Arab word “banan” which means “finger”.
- Although there are several hundred varieties of banana, 97% of all internationally traded bananas come from a single variety of plant – the Cavendish banana.
- Bananas take 9-10 months to grow. Pineapples take about 18-24 months to grow.
- Pineapples are originally native to Brazil and Paraguay, whilst bananas originate from South East Asia.
**What role do the supermarket chains play?**

Supermarkets are the most powerful actors along tropical fruit supply chains and their subsequent buyer power means that in some European countries, bananas are amongst the most valuable products they sell.

Supermarkets can achieve substantial profits by squeezing suppliers, and paying unsustainably low prices for bananas and pineapples. Supermarket price wars in bananas, and more recently in pineapples, continue to push prices even lower. This results in low wages, poor working conditions, labour rights’ abuses and inadequate health and safety standards for plantation employees, as well as having a damaging impact on the environment.

Just five supermarket chains control between 60-80% of the grocery retail sector in the UK, Germany and France, with increasing market concentration elsewhere in Europe. Supermarkets can use their subsequent buyer power, not only to impose low prices, but also to demand retrospective discounts, delay payments and can threaten to delist suppliers. As this grocery market share becomes concentrated in the hands of fewer retailers, suppliers have little option but to accept such abusive practices.

Existing competition policies at national and at EU level do not cover such abuses of buying power and their impact on non-EU suppliers, whilst national legislation cannot be effectively used to hold supermarkets to account for the impact that their purchasing practices can have in exporting regions throughout the developing world.

Many supermarkets have developed corporate social responsibility policies to address social and environmental standards along their supply chains and are signed up to a range of voluntary initiatives. Workers and their unions have, however, reported little, if any, change on the ground as a result.

Buying fresh fruits in supermarkets can be the closest contact we have with producer countries. The choices we make as consumers can have a direct impact on how people are employed and paid, and the consequent impact this has on their livelihoods.

**How much money is earned in the banana and pineapple trade – and who earns it?**

Where the major fruit companies such as Del Monte, Dole, Fyffes and Chiquita previously dominated the world pineapple supply chain, the last 10 years have seen a rise in the influence of major supermarkets and retailers, as detailed above. The ‘pineapple and banana split’ graphic shows the distribution of value along the supply chain with retailers now taking the majority of money (see appendix for full page graphic). This share is steadily increasing as retailers seek to buy directly from producers, cutting out the middlemen-- the multinational traders.

Plantation workers, on the other hand, get a very small share of the value along the supply chain - as little as 4%. Conditions for these workers are generally poor, including low wages, working long hours, union repression, gender discrimination and health impacts from using toxic chemicals. In the banana industry workers suffer from the same problems and the share they get from the value chain shows that those who work the hardest to produce high quality bananas for consumer countries benefit the least.

Some good examples of social and environmental practices can be found within the industry, particularly in the case of small Fairtrade and Organic certified pineapple producers in the northern region of Costa Rica and in Ghana, and small banana producers in Ecuador, the Dominican Republic, Peru and the Windward Isles. Fairtrade offers a more profitable and sustainable way of trading through guaranteeing fair and stable minimum prices which cover the costs of sustainable production, and protect producers from feeling the full force of supermarket price squeezing. Encouragingly, in the UK one in four bananas sold is Fairtrade. However, there is clearly much room for increased sales of certified tropical fruits. The market share of Fairtrade and organic tropical fruit worldwide is still small, dominated by an industry that is run by just a handful of powerful fruit companies.
What can you do?

Get involved! An important goal of the Make Fruit Fair! campaign is to give a voice to the workers and small producers in the pineapple and banana industry and to rally support for their cause. There are many ways that you can show your solidarity. Your local involvement is important in the international struggle for fair working conditions and environmental protection in the tropical fruit industry. Working together with fellow community activists and campaign partners, you can mobilise people to get involved in this issue and generate public awareness about the power wielded by large supermarket chains.

Social Media

In order to inform the public and assert our demands amongst political and business decision-makers, we need to be constantly aware of the issues and create a powerful lobby, backed by large numbers of people. Social media is a great way to promote the Make Fruit Fair! campaign.

For example, help us to motivate even more people to get involved by following us through the Make Fruit Fair! and Banana Link Facebook, Twitter and Flickr sites. Other key tools are websites, www.makefruitfair.org.uk and www.bananalink.org.uk. Here you can find out about the latest initiatives and campaigns, as well as further ideas for getting people involved. If any organisation that you are involved in has its own website, why not add links to the Make Fruit Fair! website and our YouTube channel? Don’t forget to send us any photos and videos of events you organise and we’ll put them on our social media sites. This is excellent advertising for you, and an incentive for other groups to launch similar initiatives, making the campaign even more creative and successful!

For more ideas on using social media, the Fairtrade Foundation has some helpful tips on “Powering up your campaign with social media” in the resources section of their website www.fairtrade.org.uk.

Information Stalls

Information stalls are an ideal way to attract attention to campaign issues, highlighting the impact of supermarkets’ power, and raising awareness of fair trade.

Stands could be set up just about anywhere. Ideas include pedestrian areas, farmers’ markets, school fairs, community and church meetings, and as part of special events such as Fairtrade Fortnight or International Women’s Day. Don’t forget to seek permission from your local council if you are organising an event in a public place.

First, decide on a suitable location. Place your stand where as many people as possible will see it. A simple information stand can be quickly assembled from boxes or a wallpaper paste table. Everyone should be able to see at a glance what your stand is about and who it is supporting.

Grab people’s attention by using eye-catching material such as bunting and inflatable bananas. Freebies are also a good idea to get people interested, such as offering pineapple drinks or banana cake (see recipe section for further ideas). Approach your local independent retailer or Co-operative store to ask if they could donate Fairtrade fruit for your stand. Activities are another good way to engage the public, such as the pineapple and banana split activities for children (see appendix). You could also use some of the drama and education ideas below to draw attention to your stand, and have a petition or urgent action postcards (available from Banana Link) for people to sign. Contact Banana Link for further Make Fruit Fair! materials and resources for your stand.
Urgent Actions and Newsletters

Participating in, and forwarding, urgent actions is an effective tool of the Make Fruit Fair! campaign. An urgent action is a call from our partners in tropical fruit production countries to take action to demonstrate our support. It usually involves sending an e-mail to a plantation owner or a company calling on them to address labour and human rights’ violations. We can provide you with a sample text and the corresponding translation that you can send out. Companies as well as politicians are very sensitive to public opinion, and such protests have often had a positive impact in the past. Urgent actions are always published on our website.

Subscribe to our newsletter or regularly check the Make Fruit Fair! website to find out about new initiatives designed to involve the public. Add your name to our urgent action mailing list by writing to info@bananalink.org.uk or register at the Make Fruit Fair! website. Get your friends, family and colleagues involved by forwarding the weblink for urgent actions to them, recommending our Facebook and Twitter sites, and encouraging them to subscribe to our newsletter.

Meetings, workshops and panel discussions

Organise a meeting to inform others about the issues behind the Make Fruit Fair! campaign. You could work with other partners in your community and collectively plan the event. Or if you belong to a trade union or other group, why not ask if you can have Make Fruit Fair! as a theme for one of your meetings?

You could combine this with a panel discussion, choosing 4 or 5 speakers with different views, and from different backgrounds, to talk about some of the contentious issues. For example, you could invite representatives of supermarket chains, local trade unions, churches and consumers. The facilitator is probably the most important person at a panel discussion. In addition to being familiar with the topic at hand, facilitators need to be able to keep the debate on a constructive course and always maintain an overview of what is being discussed. Banana Link is happy to help with this, or to help brief a facilitator and provide all the information you will need. We may also be able to provide a visiting Southern partner who could participate. Please contact us for further details.

Be ready with information to give to your audience about how they can get involved, such as signing postcards, responding to urgent actions and following the campaign on Twitter.

Fair Breakfasts

A fair breakfast is a simple and communicative opportunity to introduce people to the campaign issues. Possible venues include Fair Trade or world shops, church meeting rooms, community centres and local cafes. Of course you can offer diverse organic and Fairtrade products to drink and eat, but it is also important to provide information about the campaign, the issues surrounding unfair trade, the problems of small producers on the world market, and how Fairtrade can give market access to disadvantaged producers. Invite people who can help raise the profile of the campaign such as politicians and local media. Remember to have materials and resources available to help people take action to Make Fruit Fair!

Film Screenings

We have a wide range of films available highlighting the issues faced by tropical fruit workers. These are available for free through YouTube and Vimeo. See the appendix for a list of films available. Why not show one at a workshop or breakfast event?

Street Theatre

Political lobbying often involves a lot of flyers and brochures and can seem very dull. Street theatre is a different and creative way to convey the campaign’s message to the public. Possible venues include performing outside a Fair Trade store, in a shopping area, at a church event or youth centre. It should be humorous, thought-provoking and eye-catching, sparking curiosity and dialogue with passersby. The sketches are even more effective if they incorporate large objects like inflatable bananas, which are sure to draw people’s attention. Contact us at info@bananalink.org.uk if you would like some suggestions and sample scenes and scripts for street theatre.

Or why not hire some professionals? For example, you can find out more about the Banana characters at www.theatreofadventure.co.uk

Don’t forget to film particularly successful street theatre scenes and send them to us so we can put them on our website.

Hidden/Invisible Theatre

Hidden theatre is a type of political or artistic agitprop where scenes are not acted out on a stage but in public places without the spectators’ knowledge. Supermarkets are naturally an ideal venue for such performances. This is where two "customers" can “act out” a dialogue on pineapples or bananas. For example, they might say: "Nice to see that the pineapples are so cheap again today. I think I’ll buy two of them!" "Yes, that’s brilliant, but just the other day I saw a film about the conditions under which pineapples are cultivated, and believe me, you really lose your appetite." "Why’s that?” etc..
**Smart Mob**

Organise a smart mob in front of a supermarket, on a market square or at another central location. This is a quick agitprop that is a lot of fun! You will need to involve as many people as possible who will at first be part of an anonymous crowd that gathers at a public place and then creates a sudden, surprising, attention-grabbing incident. This should be precisely planned in advance and should be easily understandable and feasible.

For example, all participants could bring a sign with the campaign slogan and hold it up in the air for a specific amount of time. Afterwards, you can distribute the campaign flyer to surrounding onlookers.

During the preparatory stages, it is essential to determine the exact time and place for the smart mob. Then personally invite friends and acquaintances by e-mail, text message, phone and social media sites. Tell them the exact time, place, procedure, what to bring with them and ask them to pass on the details of the event to others.

Filming smart mobs can be a challenge, but perhaps someone that you know feels up to it! It would be good to have a short documentary of the preparations and brief interviews with the participants afterwards. Please send us your film for the campaign website.

**Educational Work**

Banana Link has many educational resources for you to use with trade union groups, schools and youth groups. Games such as ‘Globingo’ and ‘Banana Split’ can be downloaded from the Banana Link website, www.bananalink.org.uk, or take a look at the Fairtrade Foundation website, www.fairtrade.org.uk/ for more games, films, resources and quizzes. Please contact Banana Link to see if a member of the team can facilitate an education session for you.

**Photo Shoots**

Take pictures of friends, visiting celebrities and local politicians with the Make Fruit Fair! campaign logo and slogan and, if possible, a specific demand of the campaign. You can order the logo and signs from us as campaign materials, or make them yourself. Use this as a way of publicising the wide range of people who are involved in our campaign and send us your photos for our website. You can also put them on your own website and social media sites, and send them to regional media; or why not exhibit your photos in fair trade stores, churches, community centres or as part of a specific art exhibition?

You can also bring the "Make Fruit Fair!" campaign slogan to the attention of the public through an unusual photo shoot. For example, you could reproduce the words "Make Fruit Fair!" at a prominent location in your town or in front of a supermarket, using people or objects to make each letter. Take a picture of the words from a bird’s eye view, such as from the roof of a house, a tall fire brigade ladder, a church spire, or a high-rise building. Invite local sports associations, the fire brigade or schools to take part in this unusual agitprop.

**Planning Initiatives**

Planning is the key to a successful campaign, thinking carefully about the content of your event, as well as your target audience, location and timing. Before the event, discuss with your group a running order for the day and clarify each person’s area of responsibility. It’s best to put this plan down in writing and add the phone numbers of all the people responsible for organisation.

Don’t forget to check what else is going on in your community to see if you can work together on a particular event, such as International Women’s Day (March 8), World Environment Day (June 6), Human Rights Day (December 12), Fairtrade Fortnight (end of February / early March), or World Fair Trade Day (second Saturday in May)

Get the word out about your event beforehand through the media and by distributing flyers and posters to libraries, community centres, schools, shops and churches. You could also dress up as a banana or pineapple and hand out flyers to people in the street.
Engaging the Media

Public relations and media work should be an important part of your planning. Without newspaper articles or radio reports, your event will be virtually invisible to the public, no matter how good it is.

It is important to give local media advance knowledge of your plans and invite them to attend the event. They are very interested in local activities and a special event has a good chance of finding its way into the media. Local newspapers in particular reach a wide audience, and even a short article is better than none at all.

Write a press release and provide a short eye-catching description of your event, or provide information about the results of your initiative.

The most important information needs to be placed right at the beginning: the 7 key questions – who, what, where, when, how, why, from where/which source should be answered in the first paragraph. This is followed by individual details and background information at the end. As many quotes as possible should be included, along with a good photo. Depending on the type of event, you can take your own good picture or download one from the campaign website. If you have a prominent guest or representative from a fruit-growing country at your event, offer interviews with this person.

In general, all information should fit on to one side of A4 paper. Don’t forget to include information about the contact person (e-mail, mobile phone number, web address) in case people have any questions. Find out in advance the exact times for print deadlines and indicate exactly what the press release is about in the subject line.

Put together a press kit before the event. This should include background information on the Make Fruit Fair! campaign, your group and the activity, plus all the names of the participating organisations.

The Fairtrade Foundation website has some further tips on writing a good press release and engaging the media www.fairtrade.org.uk

Contact Details

Please do not hesitate to contact us for any resources or further information which you may require.

Banana Link
Address: 42-58 St George’s Street
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Tel: +44(0)1603 765670
Email: info@bananalink.org.uk
Web: www.bananalink.org.uk
Web: www.makefruitfair.org.uk
What is the Make Fruit Fair! campaign all about?

We aim to:

- Promote fair and sustainable banana and pineapple supply chains
- Defend social and environmental rights in producing countries
- Provide a space for Southern voices in producing countries to be heard
- Link producing countries to consumer countries by campaigning together
- Encourage new forms of international trade policies and practices

What does the campaign “Make Fruit Fair!” specifically ask for?

We want supermarkets, as the most powerful actors along the supply chain, to pay fair prices to their suppliers.

We want fruit companies and supermarkets to guarantee that:

- Living wages are paid on the plantations they source from.
- Labour rights are respected - including the freedom to join an independent trade union.
- The environment is respected by reducing toxic agrochemical use.

We want governments to:

- Regulate the abuses of supermarket buyer power.
- Ensure that companies are held accountable for working conditions in fruit-producing countries.
- Support policies that encourage fair and sustainable fruit production.

Get involved!

Above all, we want you to take action. Consumers have the power to lobby those responsible for improving the situation along banana and pineapple supply chains. For this campaign to make an impact, we need your support!
Further Campaign Material

Contact us for leaflets, postcards, stickers and other resources, as well as a number of other related campaign materials, including:

- Ending the violence and impunity in Guatemala towards union leaders and community activists
- Urging supermarkets to commit to source bananas from small scale farmers in the Caribbean through the "Support Caribbean Bananas" campaign
- Reducing the negative impact of supermarkets through the Tescopoly campaign

Films

Many of the following films are available to download for free from Vimeo and YouTube. These films have been produced with input or support from Banana Link.

- Pineapples: luxury fruit, but at what price? http://www.youtube.com/watch?v=8p4Kt1dDPDo
- Make Fruit Fair! http://www.youtube.com/watch?v=JLACAKmuTew
- Los Alamos http://www.youtube.com/watch?v=mrp7FpJ6yqw
- Pura Vida http://vimeo.com/18953426
- Bananas Unpeeled http://vimeo.com/bananalink

You may also find the following trailers of interest, although these are for films which have not been produced by Banana Link or our partners:

- Big Banana http://vimeo.com/23024167
- Bananas The Movie http://www.bananasthemovie.com/

Useful Links

You will find further helpful ideas at the following websites:

- www.bananalink.org.uk
- www.makefruitfair.org.uk
- www.fairtrade.org.uk
- www.fairtradetowns.org
- www.waronwant.org
- www.peopleandplanet.org
- www.tescopoly.org
- www.supportcaribbeanbananas.org.uk

Materials

The Make Fruit Fair! logo and Banana Splits illustration are included on the following pages. Enlarge on a photocopier and use as part of an activity.
Recipes

Try these recipes at your events. Use organic, Fairtrade and local ingredients where possible. The Fairtrade Foundation also have some great recipes on their website at http://www.fairtrade.org.uk/products/recipes.aspx

Yummy Smoothie

Ingredients

■ 1 Fairtrade banana
■ ½ pint milk
■ Handful ice
■ 1-2 tbsp Fairtrade honey

Method

■ Place all ingredients in a blender and then blend until smooth.
■ Transfer to a serving glass and serve at once.

Pineapple cake

Ingredients

■ ½ Fairtrade pineapple, peeled and sliced thinly into rounds
■ 55g/2oz Fairtrade caster sugar
■ 170g/6oz self-raising flour
■ 2 free-range eggs
■ 5fl oz/¼ pint milk
■ 55g/2oz Fairtrade caster sugar
■ handful fresh mint leaves, shredded

Method

■ Preheat the oven to 220C/425F/Gas 7.
■ Place the pineapple slices and the sugar into a small, ovenproof non-stick frying pan. Heat gently until the sugar has melted and the pineapple is caramelised.
■ Meanwhile, whisk the flour, eggs and milk together in a bowl. Stir in the sugar and the mint leaves. You should have a thick mixture, the consistency of whipped cream. Add more milk if necessary.
■ Pour the mixture onto the pineapple and then transfer to the oven and bake for 15-20 minutes, until the sponge is golden and springy to the touch.
■ Remove from the oven and turn out onto a plate to serve.

(Taken from www.bbc.co.uk/food/recipes/)
MAKE FRUIT FAIR!
Who are we

Banana Link is a British-based NGO that works for fair and equitable production and trade in bananas and pineapples based on environmental, social and economic sustainability. www.bananalink.org.uk

Peuples Solidaires, in association with ActionAid, is an international solidarity organisation based in France, helping men and women around the world to fight for their rights. www.peuples-solidaires.org

BanaFair is a German fair trade organization that works on fair trade with small producers, consumer education and lobbying, as well as financial support for projects and activities of banana trade unions and partner NGOs in Latin America and the Caribbean. www.banafair.de

NaZemi is a Czech NGO that works on global education and raises awareness amongst the Czech public about the working, social, environmental and economic conditions of production in the global South. They promote fair trade as one of the positive alternatives. www.fairtrade.cz

All 4 organisations, as individual members of EUROBAN (European Banana and Agro-Industrial Action Network), have formed a coalition for this campaign. Our common goal is to achieve socially just and environmentally sustainable banana and pineapple supply chains.

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