



The future is fair

Fairtrade & Bananas

Bananas are one of the most consumed fruits on the planet, grown in more than 150 countries. They are also the most traded fruit worldwide, accounting for a major part of many countries' economies. Despite all this, there are significant obstacles facing the people who grow this everyday power snack.

Issues like human rights violations, power imbalances between large fruit companies and retailers and producers, the use of chemicals that impact human and environmental health, and climate change continue to challenge the sector.

How Fairtrade makes a difference

Bananas are grown on both small-scale farms as well as large plantations. But a highly competitive market creates price pressure on bananas, ultimately putting the squeeze on banana growers. Here is how we support.

- Fairtrade banana producers are paid a **Fairtrade Minimum Price**. This acts as a safety net and helps them be resilient in the face of market drops.
- The **Fairtrade Premium** – paid on top of the selling price – is for plantation workers and smallholder banana farmers to invest in business or community projects of their choice. This could include healthcare services, better housing or training.
- The **Fairtrade Standards** work to improve employment conditions and protect worker rights on large plantations.
- The **Fairtrade Base Wage** means higher wages for thousands of workers on banana plantations. The new **Living Wage Differential** enables businesses to contribute towards closing the living wage gap.
- Fairtrade supports smallholder farmers to improve their income and bargaining position in banana supply chains.
- Fairtrade contributes to reducing the environmental footprint of banana production by encouraging sustainable development through better agricultural practices link to [climate/environment page](#).

Fairtrade by the Numbers

76%

of Canadians feel like they are standing together with the producers who grow their food

+521%

total Fairtrade banana growth between 2019–2024

18%

of Fairtrade banana farmers and workers on banana plantations are women

37,111

Fairtrade farmers and workers

+\$41 million

USD in Fairtrade Premium from global sales in 2023

[LEARN MORE](#)

Fair is working together

Fairtrade offers multiple ways that companies and brands can put their values into action. Work with us to transform your supply chain and discover what is fair. To learn more about Fairtrade visit: fairtrade.ca or contact: license@fairtrade.ca.

