



**AKTIONSBÜNDNIS FÜR  
NACHHALTIGE BANANEN**  
ACTION ALLIANCE FOR  
SUSTAINABLE BANANAS

## STATEMENT OF THE ABNB ON THE DEBATE ON BANANA PRICES

In a [public letter](#) to an important German retailer and in [further statements](#) banana producers and plantation workers from Colombia, Ecuador and Costa Rica have commented on a unilateral price reduction. A price cut is vehemently rejected, as this could lead to a significant loss of jobs.

Germany is one of the largest consumer countries of bananas in Europe. 75% of the bananas sold in Germany are imported from the three mentioned countries. Current price wars in Germany, which aim to make the tropical fruit even more attractive to consumers, are seen as problematic by the signers of the letter. The public letter points out that further reductions in banana market prices are unacceptable as they will destroy jobs and prevent compliance with both social and environmental standards.

“A lot has changed over the past five years in the banana business in Northern Europe. Consumers are more conscious about where the fruit and produce they buy comes from, and are interested in its traceability and production system, especially, how sustainable the supply chain is.”

The three pillars of sustainability are people, planet and profit, meaning that producers must take measures to protect the environment, improve workers' living conditions and pursue a trade that is profitable and makes economic sense, otherwise there will be no future for the sector, emphasize banana producers and exporters in Ecuador.

The representatives of the banana sector in Colombia emphasize that they cannot imagine that price dumping is in the interest of end consumers. They doubt that consumers support a trade policy that would abolish the countless efforts of producers in their countries of origin, to provide a fruit of high quality that has been produced with social justice and responsibility.

The civil society organizations SÜDWIND, WWF, Oxfam, Global Nature Fund and Fairtrade Germany as well as the companies Fyffes and Kaufland have entered into a dialogue in the Action Alliance for Sustainable Bananas (ABNB) in order to improve the social, ecological and economic conditions in the banana value chain. This collaboration between non-governmental organizations and the private sector is supported by the Federal Government. One of the aims of the ABNB is to improve the living and working conditions and wages in the production countries in vertical cooperation with the partners in the value chain. In the long term, the goal is that banana producers and plantation workers are paid living wages, based on the calculation methods used by the World Banana Forum or the ISEAL Global Living Wage Coalition.

Price dumping in the banana sector in Germany and Europe is watched with great concern by the members of the ABNB. The ABNB stresses the absolute need to improve the incomes of small-scale farmers and wages of producers and plantation workers, to raise social standards and to invest in environmental protection and biodiversity conservation.



The public letter from the Latin American banana producers ends with an appeal to the responsibility throughout the whole supply chain, stressing that there is no need to lower prices, nor to destroy the social peace which is important for a sustainable and responsible sector. "Bananas are by far the cheapest fruit available throughout the year. We, as an industry, refuse to go backwards on our sustainability efforts due to the lack of understanding of the whole business from the last link of the business chain. Sustainability must include and consider all links of the supply chain."

The ABNB supports this appeal, because sustainable production also requires coverage for the costs of social and environmental standards, and this means that banana producers must have sufficient economic leeway for sustainable production.

The members of the ABNB



Global  
Nature Fund



Fairtrade  
Deutschland



Fyffes



Kaufland



Südwind



Oxfam  
Deutschland



WWF

Further information about the ABNB: [www.bananenbuendnis.org](http://www.bananenbuendnis.org)