



To: Certified banana small-scale producer
and hired labour organizations
Fairtrade members
CC: Certified traders

Melissa Duncan
Executive Director
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Suspension of entry to new fresh banana producers for 24 months to safeguard benefits for farmers and workers

Dear Fairtrade partners,

Fairtrade International's mission is to connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives. A key factor for banana producers to be able to improve their livelihoods and move towards earning a living income and living wage is that they can sell their crop under Fairtrade terms. Among other benefits, this includes receiving the Fairtrade Minimum Price and the mandatory Fairtrade Premium - an additional fund that enables farmer cooperatives to invest in their businesses and communities.

In the attempt to support those producer organisations, that are already making all efforts to comply with the conditions set by the Fairtrade Standards, Fairtrade is choosing an approach to enable these producers to benefit from the Fairtrade model as intended. Consequently, Fairtrade will close entry of new fresh banana producers to the Fairtrade banana register, effective as of 1 April 2024, for a limited time period of (expected) 24 months.

During this time, Fairtrade will collect data and information on the success of this approach. The impact generated by the closure of the banana register will be assessed on the basis of specific criteria as to assess whether to extend or discontinue the measure (possibly already within the currently envisaged 24 months period). Additional actions by Fairtrade International will include the on-going reviews of the Fairtrade Trader and Fresh Fruit Standards.

The register closure applies to Small Producer Organisations (SPO) and Hired Labour Organisations (HLOs) who produce fresh bananas or to those interested in scope extension for fresh bananas for already certified organisations. Producers applying for certification for other banana types, such as baby bananas and plantains are not affected. Neither are those producing bananas for drying and processing purposes.

Should you have any questions on this, please do feel welcome to reach out to Silvia Campos, Senior Advisor on Bananas at Fairtrade International via s.campos@fairtrade.net.

Best regards,

A handwritten signature in black ink that reads "Melissa Duncan".

Melissa Duncan

(Executive Director, Fairtrade International)

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