



FLOCERT
assuring fairness

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PRESS INFORMATION

Pausing Fairtrade entry to new Fresh Banana Producers

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Bonn, 11 March 2024. Fairtrade is pausing entry to new fresh banana producers in an effort to better secure incomes for banana farmers and workers. As of 1 April 2024, FLOCERT cannot accept new applications from fresh banana producers for 24 months.

Seeking to safeguard incomes for banana smallholders and workers, Fairtrade is closing the possibility for Small-scale Producer Organisations (SPOs) and Hired Labour (HL) organisations that produce fresh bananas to apply for certification for 24 months.

This is a step in Fairtrade's efforts to strengthen fresh-banana producers by deepening benefits for farmers and workers and enabling them to earn a living income, respectively, a living wage. The goal is that the increasing demand for Fairtrade fresh bananas will enable existing Fairtrade-certified fresh-banana producer organisations to increase the volume they can sell on Fairtrade terms, earning the Fairtrade Minimum Price and Premium. This way, existing Fairtrade cooperatives and plantations can continue to build their Fairtrade sales as demand grows.

Effective 1 April 2024, FLOCERT will pause the acceptance of new Fairtrade certification applications from fresh banana producers for a duration of 24 months, with no exceptions permitted. This suspension applies to Small-scale Producer Organisations and Hired Labour organisations who are growing bananas to be sold as fresh fruit (i.e. from the product category "banana", product type: "banana", product form: "fresh") globally. Producers seeking certification for other banana types, such as baby bananas and plantains, remain unaffected, as do organisations involved in banana production for drying and processing purposes.

FLOCERT is a leading global assurance provider. Besides providing sole certification to Fairtrade, FLOCERT also offers an array of services to support companies in sourcing on fair principles, where no Fairtrade Standard applies. With six international offices conducting business in around 120 countries, FLOCERT specialises in offering global reach with local expertise to its currently over 6,000 customers. FLOCERT remains mission-driven and dedicated to working with all types of organisations, from small producers to internationally recognised brands, in order to promote fairness in global trade. Our accreditation as a "Social Enterprise" demonstrates our commitment to social business values. For more information, visit us at www.flocert.net.

Certifier for



FAIRTRADE