



GO BANANAS FOR FAIRTRADE

There are 57 Certified Fairtrade producer groups in ten countries of Latin America, the Caribbean and West Africa supplying Fairtrade bananas to twenty countries in Europe, North America and Asia-Pacific. New Zealand is yet to join the Fairtrade banana revolution - help us to get Fairtrade bananas in your local supermarket by supporting the 'Go Bananas for Fairtrade' campaign.

Did you know that the majority of banana plantation workers do not earn enough to live and support their families? Some earn less than \$3 a day. Fairtrade minimum prices are calculated to at least cover average local costs of production - this price can be double what producers would normally receive.

Join the Go Bananas for Fairtrade Campaign and help make a difference:
www.checkoutfairtrade.org.nz



 FAIRTRADE	Guarantees a better deal for Third World Producers
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BANANA FACTS

Ten things you never knew about one of New Zealand's favourite fruits:

1. The banana is the most popular fruit in the world - people spend over \$25 billion a year on the fruit globally.
2. The banana trade is big business. It comes fifth in terms of world trade in agricultural produce – after cereals, sugar, coffee and cocoa.
3. Banana plants are the largest plants on earth without a woody stem. They are actually giant herbs of the same family as lilies, orchids and palms.
4. Bananas contain tryptophan and vitamin B6, known to help make you feel happy.
5. Wild bananas originated in Asia, and have been cultivated for more than 4,000 years.
6. Bananas are grown in at least 107 countries, with the production concentrated in Africa, Asia, the Caribbean and Latin America because of weather conditions.
7. Bananas are available all year around. They are harvested every day of the year.
8. Banana diseases are a major problem for growers, threatening production and export. Despite their importance to food security in the developing world and to consumption in richer countries, remarkably little is invested in research to find solutions to disease problems and into sustainable production systems.
9. The majority of banana plantation workers do not earn enough to live and support their families – some earn less than \$3 a day.
10. While banana sales and demand soar, prices have plummeted, having a devastating effect on banana producers.

How can I help?

- Fill out a banana demand card and take it into your local supermarket.
- Talk to your local supermarket manager and ask them why they don't stock Fairtrade bananas.
- Join the online email campaign to get your voice heard and let the major supermarkets know that you want to see Fairtrade bananas in New Zealand.
- Visit www.checkoutfairtrade.org.nz to find out more about Fairtrade bananas.
- Buy other Fairtrade Labelled products and help demonstrate to supermarkets that there is growing demand for Fairtrade products.