

The Social dimension of the Accompanying Measures



What is happening at the consumer end ?

A recent investigation by French consumer organisation CLCV shows that 83% of consumers say they are prepared to pay more for a Fairtrade product - in the knowledge that the label guarantees better socio-economic & trading conditions.

Meanwhile, nearly 30% of the British banana market is Fairtrade certified... and around 50% of the Swiss market.

The world market for Fairtrade labelled bananas, nearly half of which are also organic certified, represented in 2012 about one third of exports of total Caribbean island exports (República Dominicana, Dominica, St Lucia, St Vincent).

Many consumers still think that Fairtrade exists exclusively for small producers.

Consumers and the big retailers



Report published in 2010 :

«Checked out: Are European supermarkets living up to their responsibilities for labour conditions in the developing world? »

by Consumers International *on behalf of 220 organisations consumer organisations*

*Report published in 2012 : « **Supermarkets: are we getting a raw deal?' The relationship between supermarkets and suppliers: What are the implications for consumers? »***

Cheap bananas, but at what price ?

http://www.youtube.com/watch?feature=player_embedded&v=R9OPV_jFZWM



THE GLOBAL VOICE FOR CONSUMERS

The British market :

How is value distributed along the chain ?

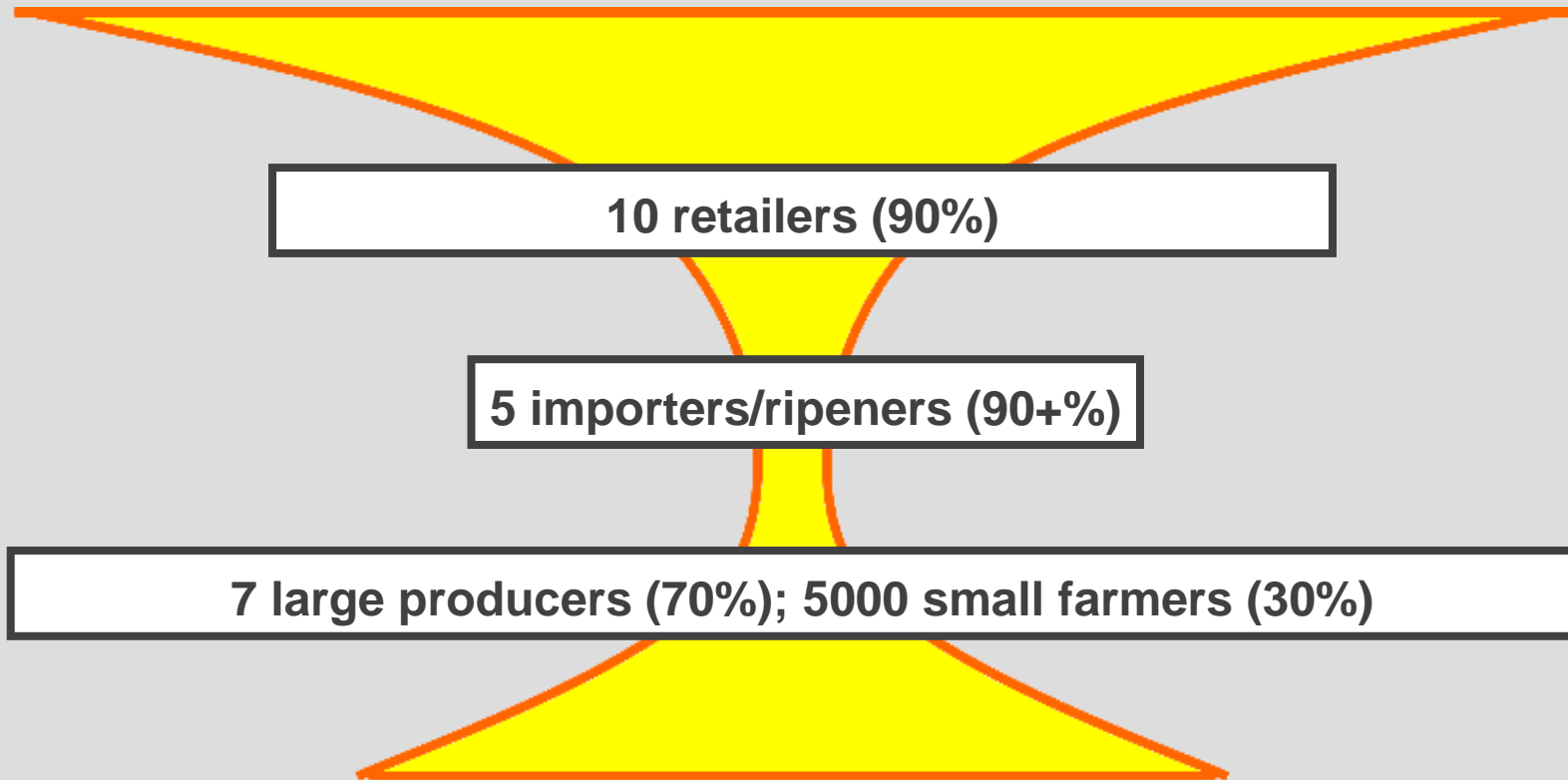
60 million consumers

10 retailers (90%)

5 importers/ripeners (90+%)

7 large producers (70%); 5000 small farmers (30%)

30,000 plantation and packhouse workers



Calls for the regulation of retail buyer power

Campaigning for fair and sustainable banana and pineapple supply chains



Will the EU help put an end to the abuses of buyer power ?

The European Commission adopted in January 2013 a Europe-wide action plan for the retail sector and a 'Green Paper' on unfair trading practices in food and non-food retail supply chains

In summary, in consumer countries...

Consumers are more and more aware of the conditions of production and the way in which products they consume are traded. This rise in awareness appears irreversible and should be good news for producers and workers.

Given that we are more and more dependent on large-scale distribution (big retail chains), we expect these brand-sensitive companies and their suppliers to take their share of responsibility for social, economic and environmental conditions of production and trade. However, many civil society organisations do not believe that an entirely voluntary approach will be enough and are calling for regulation to curb abuses of buyer power and unfair trading practices.

These issues are now global issues...

In order to tackle the complex problems and seek solutions together, many of the key players in the industry are now regularly active in the World Banana Forum :

- International fruit companies and national producers
- Small producers' organisations and cooperatives
- Trade unions of plantation and packhouse workers
- Fruit trading and food retailing companies
- Governments and inter-governmental bodies
- Scientific and research institutions
- Civil society organisations in producing & consuming countries
- Private certification bodies

Building a permanent multi-stakeholder forum



Travailler ensemble pour une filière durable de la banane



The World Banana Forum was born in December 2009



Travailler ensemble pour une filière durable de la banane



Three permanent Working Groups:

- Sustainable Production & Environmental Impacts
- Distribution of Value along the Chain
- Labour Rights & other Workplace Issues

The World Banana Forum Secretariat is based in the FAO headquarters and is governed by an International Steering Committee

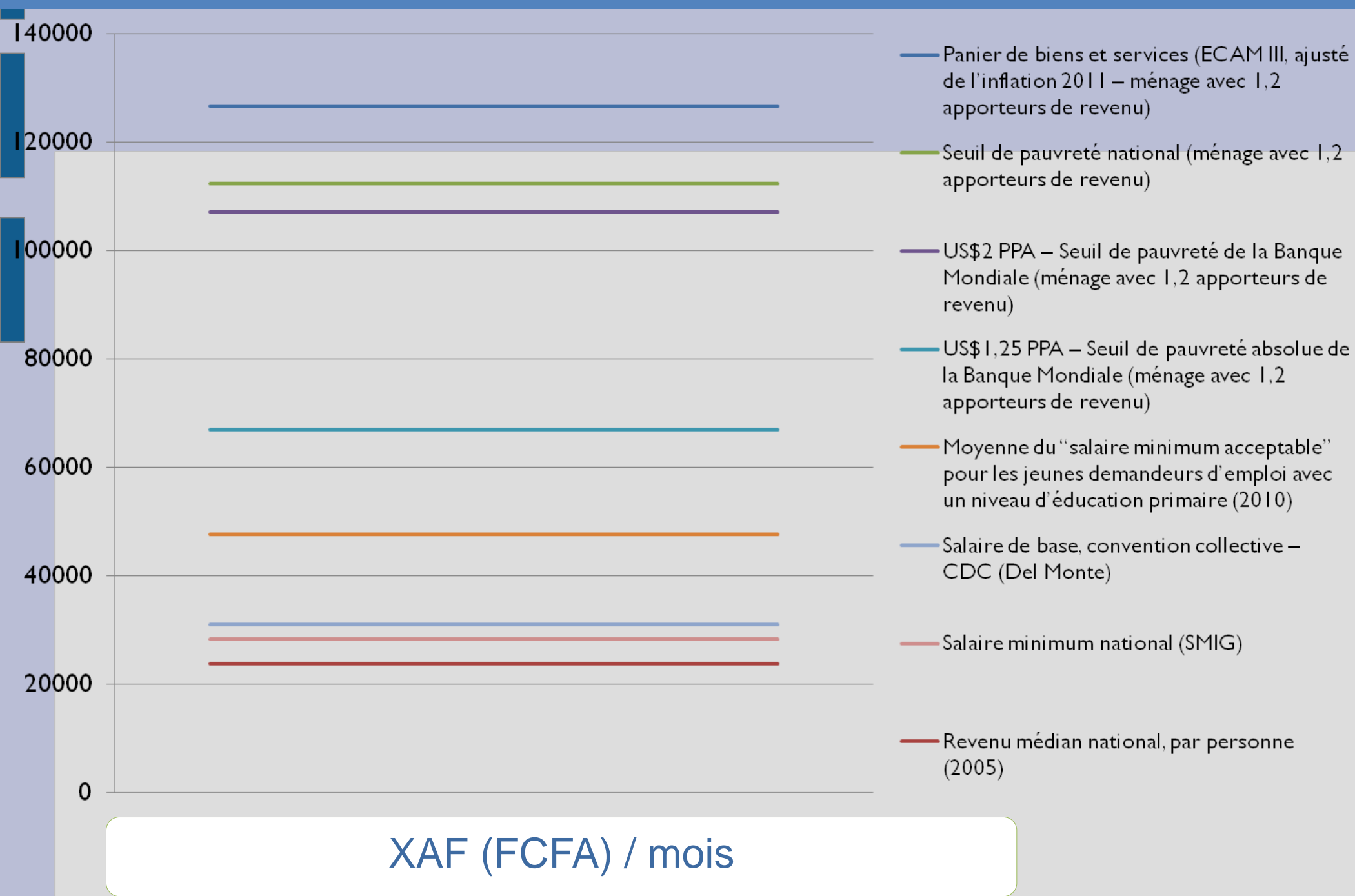
World Banana Forum Working Group activity

- WG03** : promoting good practices in social dialogue & collective bargaining that enshrine decent working conditions; moving towards more gender equity and eliminating gender and age discrimination in the industry (in workplaces and employment policies); minimising impacts on health of workers & neighbouring communities
- WG02** : analysing different value chain typologies and the exploring mechanisms to redistribute and/or create more value ; closing the gaps between current remuneration for workers and living wages ; developing tools to measure and update costs of sustainable production
- WG01** : building an on-line library of more sustainable growing practices; developing strategies to combat the major diseases without toxic agrochemicals; optimising water and carbon footprint methods and implementing mitigation and reduction measures

Cameroun

<i>Mesure</i>	<i>Valeur (XAF = Franc CFA d'Afrique Centrale)</i>	<i>Comparateur mensuel net</i>
Salaire minimum national	XAF 28 216 par mois	XAF 28 216
Salaire de base, convention collective	XAF 30 947 par mois (CDC - Cat. A, Echelon 1 – taux de base)	XAF 30 947
Seuil de pauvreté national	XAF 738 par personne par jour XAF 22 454 par personne par mois	XAF 22 454 (personne) XAF 112 270 (ménage avec 1,2 apporteurs de revenu)
US\$1,25 PPA – Seuil de pauvreté absolue de la Banque Mondiale	XAF 440,46 par personne par jour (2011)	XAF 13 397,30 (personne) XAF 66 986,50 (ménage avec 1,2 apporteurs de revenu)
US\$2 PPA – Seuil de pauvreté de la Banque Mondiale	XAF 704,74 par personne par jour (2011)	XAF 21 435,72 (personne) XAF 107 178,6 (ménage avec 1,2 apporteurs de revenu)
Revenu médian national	XAF 23 800 par mois (2005 – national) XAF 18 000 par mois (2005 – rural)	XAF 23 800 (2005 – national) XAF 18 000 (2005 – rural)
Coût de la vie exprimé en panier de biens et services	XAF 25 323,88 par personne par mois (prix de 2011)	XAF 25 323,88 (personne) XAF 126 619,39 (ménage avec 1,2 apporteurs de revenu)

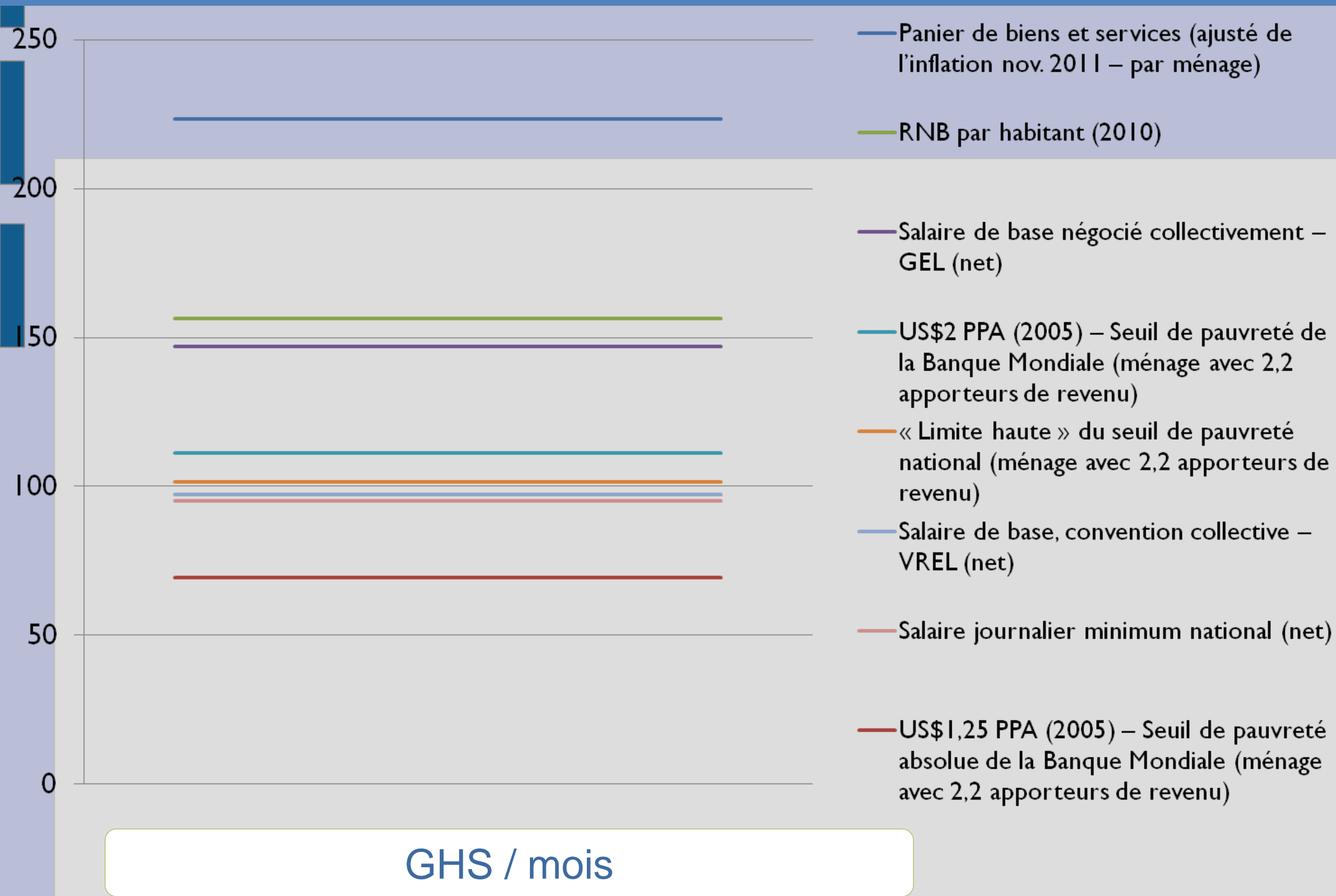
Cameroun



Ghana

<i>Mesure</i>	<i>Valeur (GHS = nouveau Cedi ghanéen)</i>	<i>Comparateur mensuel net</i>
Salaire minimum national	GHS 3,73 par jour	GHS 95,17 (net)
Salaire de base, convention collective	GHS 3,81 par jour (convention collective VREL) GHS 5,76 (convention collective GEL)	GHS 97,21 (VREL) GHS 146,97 (GEL)
Seuil de pauvreté national	GHS 608,91 par personne par an (nourriture et besoins de base – nov. 2011)	GHS 50,74 (par personne, besoins de base) GHS 101,48 (par ménage)
US\$1,25 PPA – Seuil de pauvreté absolue de la Banque Mondiale	GHS 1,1414773 par jour par personne (2011) GHS 34,7199 par mois par personne (2011)	GHS 34,7199 (par personne) GHS 69,44 (par ménage, 2,2 apporteurs de revenu)
US\$2 PPA – Seuil de pauvreté de la Banque Mondiale	GHS 1,82636 par jour par personne (2011) GHS 55,55 par mois par personne (2011)	GHS 55,55 (par personne) GHS 111,1 (par ménage, 2,2 apporteurs de revenu)
Revenu médian national	GHS 33,08 par mois par personne (2006) GHS 156,45 par mois par personne (RNB par habitant, 2010)	GHS 156,45 (RNB par habitant, 2010)
Coût de la vie exprimé en panier de biens et services	GHS 608,91 par personne par an (nourriture et besoins de base – nov. 2011)	GHS 50,74 (par personne, besoins de base) GHS 223,26 (par ménage)

Ghana



The issue of workers' remuneration in the WBF

At its first meeting, in 2010, the World Banana Forum's permanent Working Group on the Distribution of Value along the Chain decided to give priority to developing an agreed approach to closing the gap between actual wages and benefits and a living wage/decent remuneration.

The WG is especially interested in coordinating efforts between Latin America, the Caribbean and Africa, taking account of the different ways of paying wages and benefits, and recognising that the gap between current wages/benefits and living wage indicators differs very substantially from country to country.

The WG is also developing an influencing strategy towards governments in order to raise minimum wage levels that apply to the banana industry.

The issues relevant to people on the ground



What matters most for employees? I

- **Respectful treatment at work** (*dignity/self-esteem*)
- **Job security** (*permanent contracts*)
- **Decent remuneration** (*wages + benefits*)
 - that gives access to public healthcare,
 - that means employees and their family can afford decent housing (*not too far from the workplace*),
 - that gives access to schooling for their children.

Trade union participation and industrial relations

If the trade union(s) is(are) involved - from the outset - in the formulation and enforcement of company policies and strategies, including through clear agreements on ways of optimising productivity, there is far more chance that social and economic improvements and enhancing the company's performance will go hand in hand.

Good practice in social dialogue and collective bargaining between the company/employer and legitimate independent representatives of employees means, ideally, that no subject is not on the agenda for discussion and negotiation.

New employment creation

In some countries new jobs are to be created through the programmes announced. How is it possible to maximise the positive social development impact of these new jobs in the beneficiary communities ?

What will be the role of the current employees in the training of their new colleagues ? How best to give recognition to – and remunerate – the skills of the workers ?

Women's employment

Employing a woman can have a disproportionately positive impact, both in terms of socio-economic development and in terms of productivity. The additional responsibilities of the employer – for example in providing childcare facilities – are more than compensated by what women bring to the industry

Would it not be worth replicating the target in the Côte d'Ivoire's BAM strategy (doubling the proportion of women by 2020) in other countries?

Projets de construction de logements

La recherche d'un modèle de 'co-responsabilité' entre la famille occupante, l'entreprise et le gouvernement donne de la marge de manoeuvre dans les discussions avec les futurs bénéficiaires :

- sur la propriété,
- sur le design, y compris sur des aspects innovateurs (éco-construction, climatisation naturelle, panneaux solaires, etc)
- sur les modalités pour l'entretien

Etant donné les montants alloués, il serait dommage de manquer l'occasion de mettre en place des campements exemplaires

What social issues matter most for small farmers ?



The BAMs : a once-in-a-lifetime opportunity!



To put new social programmes and policies in place with innovative elements.

To develop real social partnerships with the trade unions through direct collective bargaining.

To close the gap between actual wages currently and the costs of living for workers and their households.

To initiate dialogue with other stakeholders in the banana chain and with industry players from other continents/regions through the World Banana Forum

To turn the industry into an exemplary model of how the benefits of Fairtrade can be channelled to workers