

## Our members about the ABNB



»It is high time for a change in the banana supply chain: rising production costs and ever greater demands on quality with stagnating retail prices are pushing many banana producers into existence threatening poverty. Changing climatic conditions and natural disasters also call for rapid solutions. The gap between the real wages and the necessary living wages to survive is too large. It is crucial that all stakeholders along the banana supply chain work closely together. This is why TransFair e.V. initiated the Action Alliance for Sustainable Bananas, which was handed over to the CSCP in 2015. We continue to support the Alliance in order to achieve concrete improvements together with importers and civil society.«

Dieter Overath, CEO, TransFair



»With the support of the ABNB, the Global Nature Fund wants to promote biodiversity-compatible cultivation of bananas and reduce the destruction of ecosystems, benefitting nature and people.«

Marion Hammerl, President,  
Global Nature Fund



»As one of the world's largest banana importers and producers, Fyffes welcomes the opportunity that the ABNB provides a new platform for the company's requirements of banana production. Through long-term partnerships with producers in the tropics, Fyffes, as part of the ABNB, has the opportunity to share its specific expertise in this field and supports the exchange with alliance partners for the continuous advancement of the entire value chain.«

Michaela Schneider, Business Development Manager, Fyffes



»For many years, we have actively worked with our business partners to increase transparency in the supply chain and to gradually improve the working and living conditions in the producing countries. We consider the ABNB as an important platform for an exchange with experts and other relevant stakeholders to jointly promote improvements in the banana sector. As food retailer, we also want to sensitize our customers to a more sustainable consumption.«

Hansjörg Ploeger, Head of Central Purchasing Division  
Fruit & Vegetables, Kaufland



»Since its establishment in 1991, Südwind has been working to improve the living and working conditions of banana workers and small farmers in producing countries. Within the framework of the ABNB, we would like to find solutions that benefit their lives.«

Pedro Morazán, Researcher, SÜDWIND



»The cultivation of bananas is associated with a number of environmental and social problems. Since 2014, the WWF has been working on a project to make conventional banana production more sustainable. In the ABNB, we want to contribute our knowledge, exchange experiences, and join forces with the members.«

Silja Marschke, Programme Officer  
Sustainable Supply Chains, WWF

# SUSTAINABLY TASTY



AKTIONSBÜNDNIS FÜR  
NACHHALTIGE BANANEN  
ACTION ALLIANCE FOR  
SUSTAINABLE BANANAS



—————> **VISION: All bananas sold in Germany are becoming continuously more sustainable along the entire value chain, through to the consumer. This will improve human rights and promote environmental protection and biodiversity.**

**Working together for the improvement of social, ecological, and economic conditions along the value chain**



**Sustainable production also needs to cover the costs of social and environmental standards:** the banana producers should have enough economic scope for sustainable production.



**Living and working conditions** in the producing countries as well as the wages and incomes of producers and workers shall be improved.

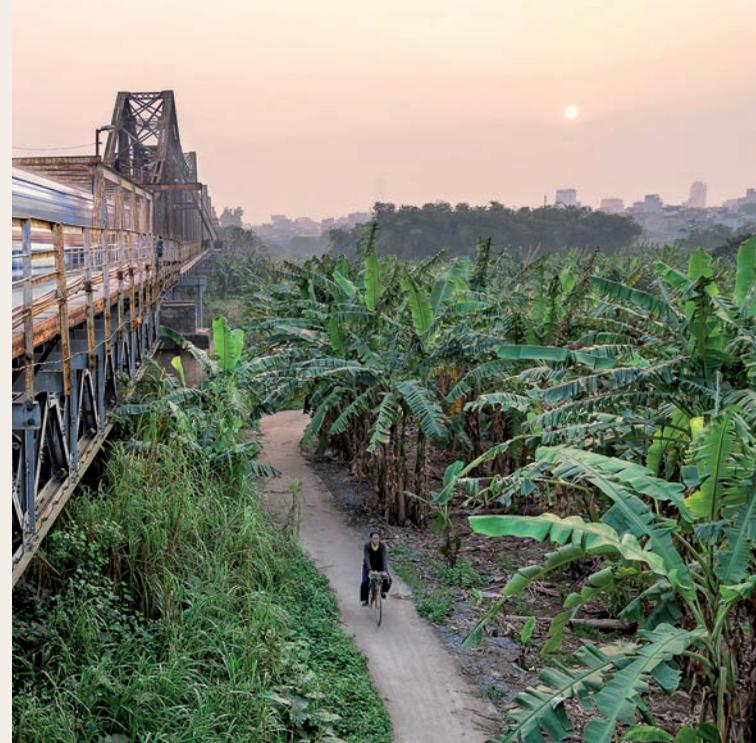


The **protection of biodiversity** in production as well as the **diversity of varieties** are to be increased and the environmental impacts reduced.

Other objectives include motivating consumers to adopt more **sustainable consumption patterns** as well as an **increased appreciation** of bananas. Supply chains should become more transparent so that everyone knows where and how bananas are produced.

### Our approach

As a multi-stakeholder initiative, the ABNB covers the entire supply chain. We bring together stakeholders in the German market to develop and implement solutions in joint activities that change the sector in the long term. This includes intense networking, complementary work on existing initiatives and activities as well as interaction with consumers.



### Contact

**Further informations and contact**  
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### The German banana market

- Bananas are the second most popular fruit in Germany after apples
- Per capita consumption is about 11kg per year
- Germany is one of the main export markets for bananas
- Regarding price, they hardly differ from local fruit varieties —and sometimes are even cheaper



### What are the benefits of membership in the ABNB?

- Access to **consultancy services** through the **network of experts** within the ABNB (individual and confidential cooperation)
- **Transfer of knowledge** between members and inspiration for new activities
- **Finding project partners**, advising on **funding opportunities**, joint **public relations work** and **addressing consumers**
- **Moderated, constructive, and objective dialogue** between representatives of industry, civil society, and politics
- **Efficient resource use for shared goals**



Project secretariat

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