



The World Banana Forum (WBF)
Working together for sustainable banana production and trade
Fifth Meeting of the Steering Committee

Attended by SC members and Working Group (WG) coordinators

18-19 December 2012
FAO Headquarters, Rome, Italy

FINAL REPORT

1. INTRODUCTION

The Steering Committee (SC) of the World Banana Forum (WBF) held its 5th meeting on 18 and 19 December 2012 at the Headquarters of the Food and Agriculture Organization of the United Nations (FAO) located in Rome, Italy. The meeting was organized by the Secretariat of the WBF hosted by the Trade and Market Division (EST) of the FAO.

The fifth meeting of the Steering Committee (SC5) followed the SC meeting and the international conference held in Guayaquil in February 2012. Also, in preparation to SC5, the Secretariat organized a virtual conference in September 2012 to define priorities and items to be discussed during the meeting.

The main purpose of SC5 meeting was to update participants on the status of current activities, review progress and develop a work plan for 2013. Specifically, the objectives of the meeting were the following:

- Inform participants on activities and achievements by the Secretariat and Working Groups since the last meetings;
- Analyze the financial situation of the WBF and decide on specific fundraising activities, including the fee structure for 2013;
- Identify strategic priorities and relevant topics to be considered for further actions;
- Define work plans and future commitments to leverage the WBF;
- Have an overview of observer's activities and invite them to join the WBF; and
- Discuss internal administrative and financial issues.

The meeting was attended by 50 participants, including SC members, WG coordinators, invited observers and FAO experts. Participants included representatives from the banana industry and its value chain, producers and companies, retailers, trade associations, trade unions, governments, research institutes and civil society organizations. In addition, some invited FAO experts and Permanent Representatives from member countries attended the event. Participants came from Latin America, the Caribbean, Africa, Asia, Europe and North America. The agenda and list of participants can be found in annex to this report.





2. Summary of day one - Tuesday, 18 December 2012

Welcome, introduction by participants and approval of the agenda

Mr. David Hallam, Director of EST Division, opened the meeting by welcoming the participants and outlining the importance of the WBF and the significant progress made since its establishment considering that it is a relatively new initiative. Mr. Pascal Liu, Project Coordinator, introduced the objectives of the meeting and the agenda that was then endorsed by the participants. Mr. Liu mentioned that the WBF itself is an achievement and a model for other sectors. He noted that the Secretariat of the Intergovernmental Group (IGG) on Banana and Tropical Fruit is also hosted by the same Division and that provides the opportunity to develop synergies and complementarities. After a round of self introductions, the significant participation of observers coming from the retail sector (Germany and UK), donors (Germany and Netherlands), social standard programs and service providers was highlighted. Mr. Liu noted that the number of participants in the meeting has increased over time and also informed that for the first time the meeting was broadcast online to facilitate the participation of remote users.

Overview of the WBF Secretariat activities in 2012

Mr. Gianluca Gondolini, the new WBF Secretary, presented the activities that the Secretariat carried out in 2012 on the basis of the broad areas of support of the Secretariat, i.e. facilitation and support of the Steering Committee and Working Group (WG) activities, promotion and outreach, fundraising and leverage of the WBF. He explained the activities conducted by the Secretariat under each component such as:

- Organization of WBF Conferences, SC meetings and e-conferences;
- Support to the implementation of WG's workplans and in developing deliverables;
- Facilitation of the communication flows and information sharing;
- Elaboration of documents and promotion materials and support to the production of technical reports;
- Management of the WBF website;
- Formulation of a strategy and a 6-month workplan for fundraising;
- Collection of annual fees and management of the Multidonor Trust Fund (MTF);
- Liaison with private and public donors and development of project proposals;
- Participation in key events and promotion of alliances with key players; and
- Production of financial reports.

Key action points to be carried out by the Secretariat:

1. Facilitate achievement of WG's deliverables;
2. Implementation of the fundraising workplan and assist in the development of project proposals;
3. Outreach and leverage of the WBF and extend its membership base to other key players
4. Manage the MTF and collect annual fees for 2013 in line with the approved structure;
5. Organize the Third WBF conference and prepare SC and WG meetings;
6. Represent the WBF in key events and with stakeholders;
7. Support development of communication materials and manage the WBF website.



Annual Reports of Working Groups

WG01. Sustainable Production Systems and Environmental Impacts

Mr. Jeroen Kroezen informed that activities were organized under the following subgroups: virtual library, carbon and water footprint, pesticide control which includes Nematodes, Red Rust Thrips, Black Sigatoka and Capacity building. Leaders of each sub-group presented the progress made so far and outlined the achievements and planned activities for 2013. A summary of key points discussed is presented below:

Virtual library: Mr. Sylvain Cuperlier and Ms. Inge Van der Bergh lead this sub-group. The Terms of Reference (TOR) have been drafted and a consultant will be hired to assist with literature review and prepare summaries of best practices on carbon footprint and pesticide control which are the first two topics selected for the initial phase. Some participants recommended considering how smallholders could access the online material given the challenges in rural areas; it was therefore suggested to explore other options such as information sheets, posters and/or technical guides and other printed materials. Also, some others outlined the importance of including best practices in organic production as well as consider including information on new varieties and disease control. Finally, the commitment of making the virtual library a tool whose aim is sharing best practices on a pre-competitive level was reiterated.

Action points:

- Finalize the TOR and hire the consultant
- Write best practices summaries for each of the selected topics
- Contact producer organizations in order to learn about best practices they would recommend

Carbon Footprint: Mr. Roberto Vega leads this subgroup. The report from CIRAD on carbon footprint has been completed and circulated. Work is in progress for the development of a Life Cycle Assessment (LCA) on bananas, with a project proposal and the TOR are under development for Swedish International Development Agency (SIDA) funding. The focus is to identify "hot spots" and detect major areas for reducing carbon emissions along the supply chain.

Action points:

- Finalize the TOR for LCA on banana production and hire a consultant for the study;
- Select one or two countries to conduct the study and identify local partners;
- Collect the documentation on Product Category Rules in relation to Carbon Footprint methodologies developed by Japan;
- Follow up on recommendations done by CIRAD in their latest report.

Water Footprint: Mr. Luud Clerx from Taste outlined the importance of strengthening the water program within the WBF. He explained that Water Footprint (WF) is locally measured, at watershed level in contrast with Carbon Footprint (CF) which is a process based approach. As with CF, the goal is to identify best practices for the sector in terms of water management; therefore, absolute values and precise measurements with application of rigid methodologies would acquire a lower importance compared with water stewardship, effective management and efficient performance. Taste conducted studies with smallholders in Peru and Ecuador. Reports will be made available to upload in the virtual library.



Action points:

- Subgroup to develop pilot projects and identify effective solutions including appropriate technology;
- Analyze ways to integrate WF and CF in order to work out a holistic model for sustainable banana production;
- Taste will share WF reports conducted in Peru and Ecuador.

Pesticides: the following four topics are included under this heading: nematodes, Red Rust Thrips, Black Sigatoka, Capacity Building. Mr. George Jaksch from Chiquita outlined the importance of Occupational Health and Safety (OHSE) and the remarkable complementarities and synergies between WG01 and WG03. He informed that the subgroup had conversations with trade union representatives on OHS issues and conducted a few training events on that subject. Mr. Gilbert Bermudez from Colsiba mentioned that they will share a proposal on how to address the effect of agrochemicals on workers.

On Red Rust Thrips, Luud raised the attention that it is basically a commercial problem because the pest damages the fruit presentation in the supermarkets. The problem is that the latter have Zero Tolerance policy towards the marks on the skin caused by Thrips. It is mostly an aesthetic and cosmetic issue and what is needed is to increase acceptance of marked bananas. There is an urgency to this as the most effective pesticide will be banned in 2013 and Rotenone in 2016. The control issue is also a major concern for organic producers. Referring to the dilemma posed by the issue of cosmetic appearance, Dr. Iain Farquhar from Banana Link, remarked that *"a clean banana is a dirty banana and a dirty banana is a clean banana"*.

Action points:

- Strengthen collaboration on OHSE and increase communication between WG01 and WG3 on relevant aspects such as information sharing and best practices;
- Colsiba to submit a proposal on OHSE in Latin America and organize a meeting with WG01 representatives;
- Luud to organize a workshop on Thrips in March 2013 in Peru;
- Luud to explore funding possibilities for a project proposal with EU FP7 call for proposal and/or other donors;
- WG01 to explore collaboration with Consumers International to raise awareness and educate consumers in order to influence the Zero Tolerance policy.

WG02 Distribution of value

Mr. Alistair Smith from Banana Link, co-coordinator of the WG with Ms Patricia Bresciani of Dole Latin America, presented the work started in 2012 that will be continued over 2013:

- **"Wage Ladders"**: a study undertaken by London-based Ergon Associates includes five selected indicators for 'benchmarking' wage levels in eight key exporting countries (Ecuador, Costa Rica, Colombia, Guatemala, Honduras, Dominican Republic, Cameroon and Ghana) and a wealth of background information relevant to their calculations. The indicator of greatest relevance to the WG's strategy of facilitating progress towards the payment of living wages in practice is the monthly cost of a basket of basic goods and services. The study, co-funded by Tesco, other UK retailers and other WG02 coordinating group members, revealed that the biggest gaps between national minimum wages for the banana sector and the cost of a basket of basic goods and services are in West Africa, the Dominican Republic and Guatemala.



- **Actual wages:** in January a month-long field study was conducted by a team from the INCAE Business School in Ecuador interviewed management and workers in 6 types of farm. National growers' and exporters organisation, Augura, carried out a study of wages and cash benefits for all the different types of worker in Urabá Colombia, with figures being validated by the Sintrainagro union. Both studies were presented at the second WBF conference in Guayaquil.
Since then, Grupo Agroamerica conducted an internal company survey amongst 6,000 or so of their own workers in Guatemala on the disparity between actual cash wages and a living wage equivalent to the cost of a basket of goods and services (as published by the government on a monthly basis). This work was presented to a visiting group of trade unionists in August.
Banana Link also commissioned research from the University of East Anglia's School of International Development on wages and workers' perceptions of their basic needs in Fako district of Cameroon. The study found that the typical cash wage for banana workers amounts to between 1/4 and 1/3 of the cost of a basket of basic goods and services, so workers survive by borrowing from local 'loan-sharks' at high interest rates. This work was presented to a conference on CSR in the tropical fruit industry in Prague in October.

- **Analysis of world market:** Denis Loeillet from CIRAD's Fruit Market Observatory and Richard Bright of Reefertrends did analysis of trends in the world banana market and in banana transportation, with co-funding from AEBE (Ecuador). The report published in March's FruiTrop magazine included information on typical value distribution for Latin American bananas in Germany and on the potential impact that a small price increase at retail level could make to plantation/packhouse wages. A rapid process of containerisation for banana shipping started a couple of years ago following retailer pressure to try and strip out 'unnecessary' costs. However, it is far from clear whether the shift away from specialised reefer transport will turn out to be cheaper going forward, given the hikes in container line pricing announced for 2013. Shipping costs, which were previously not so visible to buyers, have now been precisely assessed by retailers, especially in markets where direct sourcing contracts are become the norm for banana purchasing by supermarkets (USA and UK).

- **Value chain Analysis:** three value chain studies, funded by FAO Trade & Markets Division through Banana Link, are being carried on chains between the Windwards Islands and the UK (completed and posted on the WBF website), Colombia and USA, and Ecuador and EU. The latter two are under way and will be ready for publication in the first semester of 2013.

- **Exploring mechanisms for value redistribution:** specific suggestions have been made as to how to guarantee that workers get better remuneration including a "living wage" in any process of re-distribution of value or creation of new value along the chain. It has also been noted that "decent remuneration" is maybe a better term than the narrower language of "living wage", as the former includes other benefits that meet basic needs for workers and, in some cases, their families.
Gilbert Bermúdez informed that Colsiba has been involved since the beginning in this WG. Trade unions support the proposal now being explored in WG02 to explore a 'price surcharge' paid by retailers to their primary suppliers, because they see clear benefits and a positive impact for workers. They believe that consumers are prepared to pay a few cents more if "decent work" is explained as a collective responsibility and justified as a sustainable solution for the industry.



Roberto Vega remarked that it is not always possible to transfer the 'surcharge' directly to the workers. Some questions were raised by SC members around how to convince retailers, how to convince consumers if retail prices are raised, how to improve commitments and to engage other stakeholders in ensuring that there is a technically sound mechanism for transferring the price 'surcharge' to workers.

Action points:

- Proposal to be circulated and negotiated with all stakeholders including retailers;
- Define an effective distribution mechanism of the increased final price paid by consumers to benefit workers and producers;
- WG to finalise the proposal that will be discussed and endorsed during the meeting in March (week of 18th) in Changuinola, Panama.

WG03 – Labour rights

Ms. Anna Cooper was the only coordinator and representative of that WG able to attend the meeting. She outlined the key activities conducted in 2012 and those planned in 2013. It was mentioned that WG03 has developed a comprehensive work plan that includes substantial actions on key aspects of WG's scope such as gender, collective bargaining and trade union freedom and health and safety in banana plantations.

Anna informed that a priority activity within this work plan is a Publication on Industry Advances to draw out some key lessons and recommendations on the WG core themes, relevant to WBF members. Coordinators are currently contacting companies and unions in Africa and Latin America to collect case studies that could be of relevance and example for the sector. Fondation Droits des Hommes France (FDHT) has agreed to co-finance the publication. FAO also approved the proposal from WG03 to contribute to the case-study compilation.

As per gender aspects, a number of key proposals have been developed after the 2012 Global Meeting of Women Banana Representatives. One of these proposals is to increase the participation women in the SC and WBF's Working Groups. This will depend on the specific training carried out to increase the capacity of women to engage actively in the Forum's activities. Participants supported the call to generate more gender related projects and mainstream gender as a cross cutting issue in all current WG activities. On behalf of the WG03, Anna proposed some gender equity related changes to the WBF Charter and these were all accepted by the SC. In addition, Anna raised the importance of having a global women's meeting before each WBF conference to exchange experiences between stakeholders and represent regional needs. Also, she informed that Compagnie Fruitière expressed the interest to become actively involved in the activities of the WG03 in 2013. Finally, Anna on behalf of WG03 expressed a funding target of 109500\$ for the 2013/14 period.

Action points:

- Start assignment on publication of industry advances on labour rights;
- Conduct a regional training event for Latin American women leaders in March 2013 in Panama, and work towards a similar regional event for West African women leaders in autumn 2013;
- Identify women leaders and gender experts from various stakeholders, i.e. producers, unions, managers, etc. to help push the work on gender forward;
- Secretariat to update the WBF Charter integrating the amendments on gender aspects as proposed by the WG03 and endorsed by the SC members during the meeting;



- Plan a global meeting of women banana representatives (multi-stakeholder) to precede the third WBF conference;
- WG03 Coordinators to meet in Panama week of March 18th;
- Encourage the active involvement of the ILO and company representatives in the Coordinating Committee of the WG;

Internal meeting on Administrative and Financial Matters (open to SC members only)

This closed door meeting discussed internal management issues of the WBF on the following aspects:

- Budget management and financial reports for 2011 and 2012
- Status of fee collection in 2011
- Fee structure for 2013
- Governance issues
- Funding plans for 2013 and 2014

Decisions made:

- The SC approved with full consensus the financial reports, the funding plan for 2013-2014 and the new fee structure for 2013.
- The SC also endorsed the proposal that each Working Group will keep track of its own expenses and resources and send a report on a monthly basis to the Secretariat. The elected focal points were Jeroen for WG01, Alistair for WG02 and Anna for WG03. As a follow up, the Secretariat will provide a summary table outlining the contributions and resources spent by WGs.
- The SC agreed to send a thank you letter to the FAO for their continued support. It was suggested to address the letter to the Director General and copy Mr. Hallam for the noteworthy contribution of EST/FAO in the WBF work.
- In relation to the collection of annual fees, the SC recommended to insist with ETI, perhaps through their Denmark and/or Norway branches, for their participation and contribution. Alistair offered some support and also suggested to ask Winfresh, Savid Dominicana, Augura, Fair Trade US.

Funding of the WBF

Gianluca presented the 2013-2014 strategy and the six-month work plan for fundraising. The main goal is to raise 880,000US\$ in two years through various donor-funded projects and by increasing the annual fees and number of participants in order to secure the financial stability of the WBF. The number of participants is expected to increase by 20 at the end of 2014. In addition, the full commitment of institutional donors will be sought to strengthen the WBF's work. It is also expected that the Task Force on budget and fundraising (TF01) will be the key instrument to implement the strategy together with the Secretariat.



Decisions made:

- The SC approved the fundraising strategy and work plan and the TF01 will provide full support to the Secretariat for its implementation.

Action points:

- Start implementation of the six-month work plan;
- Secretariat to take the lead with full support from TF01;
- Target new potential members and map out institutional donors;
- Develop project proposals for initiative of interest;
- Develop/revise visibility and outreach materials;
- Secretariat to start collection of annual fees for 2013 based on the new fee structure.

Presentation of activities and proposals from observers

Out of 25 invited observers and FAO experts who joined the SC5, 12 presented activities and proposals to support the WBF's areas of work.

Five minutes presentation slots were assigned and all presentations have been included in annex.

Lorenzo Bellu and Uwe Grewer (FAO-ESA): presentation and use of VCA-Tool (Software for Value Chain Analysis) and EX-Act Appraisal Carbon-balance Tool developed by FAO

Action points:

- Select a few banana producers with whom to work out pilot projects that apply both tools.

Kebba Kolley (IDH): overview of the Fresh Fruit and Vegetables Program within the Sustainable Trade Initiative. IDH usually works through a Public-Private Partnership Scheme to which IDH contributes up to 60% on average.

Action points:

- WBF to participate in the first call for proposal that will be released in January 2013

Didier Bergeret (GSCP): GSCP reaches out to 650 major retailers and large agro-industrial and food companies, electronics, textiles firms, etc. Their goal is to develop a reference framework that is applicable to all business sectors regardless their initial characteristics or the region. The first objective is to comply with the ILO's core conventions. They want to frame and harmonize retailer's requirements. The first step consists in developing a social and labour management system for suppliers. They launched an environmental tool in 2010 and are now in process of seeking implementation of it. For the social and labour management tool, GSCP has prepared a draft that is currently under public consultation and is expecting feedback and comments from the agricultural sector. GSCP is setting up a ad-hoc expert working group which is tasked to liaise with stakeholders and key players including the WBF. It is aiming at developing a handbook on labor practices for farmers and factories.



Action points:

- WBF to collaborate with GSCP in public consultation process;
- GSCP to communicate with WG03 to plan for potential consultation workshop in Panama March 2013, and for remote/email consultation with other WG03 members;
- GSCP to translate core parts of the text into Spanish to enable consultation with union representatives and wider members of WG03;
- GSCP to revise its tools to include the banana industry.

Gert Kema (Wageningen University[WU]): Gert described the INREF project dealing with Fusarium/Panama disease and way of involvement with the WBF. It is mainly focused on research and it amounts to 3M€.

Action points:

- WU and WG01 coordinators to discuss ways of involvement and collaboration with this project.
- University to seek active participation in WG01

Charles de Wulf (UGPBAN): they explained their concerns about the damages caused by Black Sigatoka in the Caribbean and the need to develop a regional strategy to control it. Aerial spraying is banned in the entire EU. UGPBAN intends to organize a regional workshop in Martinique/Guadeloupe in March 2013 with the objectives of sharing best practices and share information and lessons learnt from the region. Another important goal of this event will be to seek collaboration and promote regional actions.

Action points:

- UGPBAN will organize the regional workshop in March 2013 on Black Sigatoka Control.
- UGPBAN to coordinate involvement and participation of WG01, possibly to organize a local meeting before or after the workshop.

3. Summary of day two - Wednesday, 19 December 2012

Continuation of presentation and proposals from observers

Robert Dilger (GIZ): Robert shared a proposal on the use of banana by-products to combine banana production, use of pallets and biofuel production. The first target country is Costa Rica and project will start in 2013 with pioneer companies.

Action points:

- GIZ to share project proposal to seek involvement of WBF's members

Kathleen Schepp (MRO Clima): Kathleen presented the MRO Toolbox that is a Climate Risk and Opportunities Management and Planning tool for production systems. It takes a bottom up approach starting at producer level envisaging tailor made solutions to tackle climate change issues in specific contexts. MRO is composed of 35 instruments that help producers identify and plan implementation of concrete measures that reduce risks and vulnerabilities. It helps with awareness-raising, impact assessment and with capacity development. It is a fee for service instrument.

Action points:

- MRO to seek involvement of WBF's members



Andre Eitner (Soil and More International): they conduct sustainability assessments and while their focus is on effective soil management and conservation measures, a broad range of services is provided such as water and carbon footprint, carbon credits from compost production, trainings on waste management and compost production.

Action points:

- Soil and More International to develop pilot project proposals with WG01 members

Emanuela Scimia, Paul Brands (PE International): they are renowned service providers on Life Cycle Analysis, Carbon and Water Footprint. They developed software called Gabi to design and secure compliance with environmental aspects.

Action points:

- PE to submit a proposal for LCA in Banana supply chain.

Ronald Guendel (Bayer Crop Science): Bayer has been involved in the set up of the Food Chain Partnership which focuses on promoting Sustainable Agriculture in developing countries. Bayer purchased Aquapress the second biggest organic input company in the world. Ronald informed that two organic fungicides are available for Black Sigatoka control. They have also options for insect controls. Likewise, they will launch an organic nematicide that reduces spraying from 50 to 35.

Action points:

- Ronald to join the WG01 sub-group on pesticides to contribute to their deliverables;
- WG01 Coordinators to discuss the possible involvement of Croplife Association as umbrella organization to become partner of the Forum.

Strategic priorities and work plan for 2013

Gianluca facilitated this group discussion and raised the importance of receiving feedback from participants including the remote audience that was following the meeting online via webstream.

The session started with a brainstorming exercise regarding perceived priorities by participants on the following topics in the agenda that were treated separately:

a) Envisioning the future of the WBF

It was pointed out that a number of players are underrepresented. It is desirable to increase the participation of governments from both producing/exporting and importing countries. However, the EST Division is also hosting the Secretariat of the Intergovernmental Group-IGG on Bananas and Tropical Fruit and this facilitates some interaction with Governments. Producers, particularly smallholders, women, local NGO's and transporters among others should be better represented. The importance to increase the participation from other regions such as Africa and Asia in order to improve global coverage was also highlighted. One suggestion to overcome issues related to underrepresentation was about shifting the location of the Secretariat to a regional or local FAO office located in a major producing/exporting country, most likely in Latin



America. However, the importance of timing was stressed, as moving the Secretariat too prematurely could generate negative side-effects too.

Another key point was about the participation of retailers, as they are the core players of the banana value chain. Likewise, in many instances retailers are the key actors in tropical commodity markets. For tropical fruits such as the pineapple supply chain, the actors are almost the same. From the retailer's perspective, a 4% consumption drop in Germany over the last couple of years was noticed. Therefore, it was asked what the WBF could do to sustain banana consumption. A participant noted the lack of representation of retailers from Southern Europe and the need to involve Scandinavian actors due to their high consumption of sustainable bananas. On the other hand, it was pointed out that all European retailers have social initiatives and it was suggested to explore possible synergies between the WBF's work and retailer's programs.

A point was raised about progress made in the past few years and the significant transformation that the banana sector has made in streamlining sustainability aspects. Mr. George Jaksch traced the history of collaboration in the banana sector and noted that, thanks also to the WBF, more partners, dialogue sector collaboration, and proactive support were integrated to solve unsustainable situations across the value chain. Eventually, overproduction of unsustainable bananas will disappear in the future while a stronger Forum will put pressure on unsustainable markets. The top management, buying department and CSR functions are reconciling within the food companies while they had been traditionally separated.

Much progress has been made through the WBF, yet, more concrete results are needed. This is the evaluation criterion that is used to assess the effectiveness and added value of the WBF. In this sense, and referring to IDH's commitments, Mr. Kroezen suggested setting ambitious goals and publishing a formal declaration whereby the WBF commits to address key issues in the banana sector in a defined timeframe. On a project level, the SC should think on how projects will produce impacts and major changes to the industry. The WGs are expected to produce tangible deliverables as standalone or through cross-collaboration in specific areas such as Health and Safety.

b) Key WBF milestones and results expected at the end of 2013

Recommendations by participants: The need to increase representation from governments and retailers was reiterated. Ivory Coast was mentioned as a key player in Africa. Also, the SC recommended to propose a few simple targets to achieve in 2013 e.g. increase number of members (proposed 10 new members in 2013, particularly retailers acting as first movers), strengthen women participation (the SC committed to working towards a 50/50 women/men representation), increase the participation from other regions such as the US, Asia and Africa. In addition, the importance to obtain more donor funded projects and promote the development of national banana stakeholder initiatives was stressed.

The virtual library, the water and carbon footprint (including the LCA study) projects, and Occupational Health and Safety were considered key priorities for WG01. WG02 would like to put in place the proposal to increase the cost per box by a few cents in order to benefit workers' wages. Some participants noted that the distribution mechanism must be well defined and endorsed by key players (proposal for setting up a Trust Fund managed by Colsiba). WG02 coordinators are also exploring the feasibility of introducing an export tax as incentive for governments and supermarkets to support distribution of value.



WG03 will produce the publication on successful case studies and practices related to labour rights. The formal declaration/statement of commitments proposed by Jeroen was also retained as important.

On the process, it was pointed out that holding meetings in Europe may exclude participation from producing regions particularly from Latin America. Therefore, it was suggested to rotate SC meeting locations. Finally, it was suggested to explore a close collaboration with GCSP and participate in their expert WG. GCSP in turn would help with leveraging the WBF and inviting their members to join it as active participants.

c) Metrics and impact assessment

The Secretariat will develop a matrix/pipeline document that describes deliverables for each WG, activity indicators and expected impacts to be achieved in 2013 and beyond.

d) Communication strategy and plans

The Secretariat will send a communication to revive the Task Force on communications (TF02). The SC suggested doing more proactive communications and outreaching. It is recommended to include in TF02 a representative of a small producer and retailer. The SC proposed to increase the visibility of the WBF and participation of members in key events such as Fruit Logistica and other banana events.

Brainstorming on areas of work, coordination and networking

a) Technical topics of interest

- **OHS** is considered a crosscutting priority. It is a very complex and broad topic that should be splitted into smaller components to handle more easily. There are policy issues, management systems, procedures and protocols and binding regulations to be observed. It was proposed to define a sub-group with participants from WG01 and WG03, which would be tasked to set up the way forward. George, Gilbert, Jeroen, Sue Longley, Victor Quesada, Jon Tugwell expressed interest to be part of it. Colsiba is very keen to support and join forces since it has expertise and a sub-committee on the subject. The first meeting will take place in Boca del Toro, Panama in March 2013. The Secretariat will communicate a list of members and assist with meeting arrangements.
- **Black Sigatoka** is a major priority which recently arrived to the Windward Islands. The impact of Black Sigatoka in major exporting countries is severe; as an example, more than 60 sprayings per year are applied in Central America. UGPBAN will facilitate a regional workshop in Guadeloupe/Martinique in March 2013. They will circulate more details and an invitation in January.
- **Red Rust Thrips** is also a major issue that includes control methods as well as consumer education and marketing protocols. Luud proposed to hold a workshop in Peru in March 2013 with retailer participation.



- **Biodiversity Partnership Mesoamerica (BPM)** is a new platform for the private sector, established in 2012 as a no-profit organization. The BPM will contribute to the biodiversity conservation and adaptation to climate change in Central America through Public Private Partnership Projects. The BPM represents an important opportunity to implement projects at local level oriented to smart and sustainable land use and adaptive landscape management. The BPM is supported by the German Cooperation Agency which pledged 4.5M€ for the period 2013-2017.
- **GSCP** provides a good opportunity to collaborate through their expert WG and leverage the WBF's work among its members. It is suggested to invite a GSCP Representative to participate in the WG03 meeting the week of March 18th, 2013 in Panama. Didier mentioned the interest to be involved in WG01 too. Anna, Sylvain, Didier and Jon will set up a conference call to discuss how the tool could be adapted to small scale production.

b) Coordination with the Intergovernmental Group on Bananas and Tropical Fruits (IGG-BATF)

Mrs. Katia Krivonos from the IGG-BATF Secretariat (hosted by the FAO EST Division) presented global market trends on banana trade with an analysis on current demand and supply as well as future projections. While the information itself was considered very valuable, it was suggested to add UK and Germany in the market analysis. It was also proposed that FAO share periodically such statistical data and information on market trends. Some SC members remarked the importance of providing some analysis and models of presented data. Denis from CIRAD informed that he would be available to share data on production costs and market information. He noted that models do not work well because reliable and sufficient information is missing, particularly at local level. However, Mr. Rohers from Agroamerica pointed out that counting with that basic data or analyzing it correctly or making it available within the Forum is a critical market information need. Finally, Katia presented the work conducted by the IGG-BATF and stressed the importance to coordinate with the WBF's work.

c) Brainstorming on the next WBF conference (agenda, possible dates and venues)

Katia explained that the IGG meetings take place upon request by its member governments so a defined schedule is not defined *a priori* as is the case with the WBF. From previous conversations, the target would be to hold the meeting by end of 2013. The IGG-BATF is the official way for FAO to interact with governments on issues related to the banana sector. So far, no governments have expressed their interest to host the next IGG-BATF meeting. Both the IGG and WBF meetings should be decided minimum 8 months in advance. Although a joint meeting will be more difficult to organize, the members of both the IGG-BATF and the WBF convened that they will benefit from it. Therefore, it was agreed to go ahead and send a note to the IGG Secretariat stating that the SC of the WBF is keen to plan a back-to-back meeting.



Open ended debate

- a) **Review of the WBF Charter:** Anna Cooper, on behalf of WG03, proposed to integrate some suggestions on gender aspects into the Charter. The Secretariat will incorporate the amendments that were approved by the SC members and an updated version of the Charter will be released.
- b) **International funding mechanisms** to strengthen sustainability in the banana sector: Iain presented a proposal for a coordinated export tax. It was suggested to change the name as "earmarked surcharge" to make it more accurate and reflect the operating mechanism to collect it. Many opinions in favour or against the proposal were expressed. Alistair presented briefly the proposal on an EU Investment Fund for Sustainable Bananas. It was suggested to explore funding options from the EU either through the current budget lines that are under-spent (AL Invest) or by participating in a call for proposals. The SC decided to pursue the work on the funding proposals in the following order:
1. Adding a few cents/box prices and distribution of value mechanism in place
 2. EU fund-raising, access to various budget lines and calls
 3. Explore fundraising options from other donors including IDB
 4. Earmarked surcharge
- c) **Extension of the Multi-donor Trust Fund to 2014-15**
The SC decided to ask the Secretariat to proceed with the formal request to extend the duration of the MTF until May 2016.

Closing remarks

Mr. Pascal Liu summarized the main decisions taken during the meeting and thanked the participants for their active participation. He expressed his gratitude to all persons who contributed to the success of the fifth SC meeting.

~ End of SC5 meeting minutes

Thank you to all the participants for their proactive contributions and lasting commitment and we wish you happy and successful 2013 aimed at achieving a sustainable banana production and trade!