



Food and Agriculture  
Organization of the  
United Nations

**WORLD  
BANANA  
FORUM**



Working together for sustainable  
banana production and trade

## Fourth Global Conference of the World Banana Forum

12-13 March 2024 | Green & Red Room – FAO Headquarters, Rome, Italy

### PRELIMINARY AGENDA

**Tuesday, 12 March**

**Global Conference of the World Banana Forum (WBF) – Day 1**

Green Room, FAO Headquarters

- 08:15 – 09:00** Registration of participants and welcome coffee
- 09:00 – 09:10** Inaugural speech by the Director-General of FAO
- 09:10 – 09:20** Welcome speech by the chairpersons of the WBF Steering Committee
- *Ms. Christelle Owona, Group Sustainability Manager, Compagnie Fruitière*
  - *Mr. Peter Stedman, Sustainability Director, Chiquita*

### SESSION 1

**09:20 – 10:20 Panel Discussion: Setting the Scene and Looking Ahead Towards the Future of the Banana Industry**

**Objectives:** Setting the scene through the testimonies of the various constituencies of the banana industry, whose perspectives will drive the discussion on collaborative activities towards a more sustainable banana industry in the years to come.

**Moderator:**

*Mr. Pascal Liu, Senior Economist, Markets and Trade Division, FAO*

**Proposed panelists:**

- *H.E. Danilo Palacios, Minister of Agriculture, Ecuador*
- *Mr. Médi MOUNGUI, Deputy Permanent Representative to FAO, WFP, and IFAD, Permanent Representation of Cameroon*



- *Mr. Lieven De La Marche, Permanent Representative to the Rome-based UN Agencies (FAO, WFP and IFAD), Permanent Representation of Belgium*
- *Mr. Leonard Mizzi, Head of Unit, European Commission, Directorate-General (DG) for International Partnerships – Sustainable Agri-food systems and Fisheries*
- *Mr. Patric Belser, Economist, International Labour Organization (ILO)*
- *Ms. Marike de Peña, Chair, the Latin American and Caribbean Network of Fairtrade Small Producers and Workers (CLAC)*
- *Mr. Xavier Roussel, Chief Marketing and Sustainability Officer, Dole Food Company*
- *Ms. Adela Torres, Coordinator, Coordinating Body of Latin American Banana and Agro-Industrial Unions (COLSIBA)*

**10:20 – 12:00** Open discussion with all participants

**12:00 – 14:00** Lunch Break

## SESSION 2

**14:00 – 14:45** **Panel Discussion: The pressing challenges and opportunities related to Climate Change and Environmental Sustainability in the Banana Industry**

**Objectives:** Explore the challenges and opportunities within the banana industry's environmental sustainability landscape, considering the implications of recent international regulations and the commitments made by key stakeholders in the value chain.

### Introduction:

*WBF Secretariat*

### Moderator:

*Mr. Lev Neretin, Senior Natural Resources Officer, Workstream Lead for the Environment, Food and Agriculture Organization of the United Nations (FAO)*

### Proposed panelists:

- *Mr. Felix Lutz, International Relations Officer, Desk Office for The Americas, Directorate General for Agriculture and Rural Development, European Commission*
- *Mr. Dan Bebber, Associate Professor, University of Exeter*
- *Ms. Paulina Elena Manthey, Sustainability (CSR) Manager, Kaufland*
- *Mr. Emerson Aguirre, President, Producer Association of Colombia (AUGURA)*
- *Ms. Lianne Zoetewij, General manager, Association of Small Producers El Guabo (ASOGUABO)*

**14.45 – 15.30** Open Discussion with all participants - Priorities and key opportunities for a sustainable banana industry



## SESSION 3

### **15.30 – 16.15 Panel Discussion: Towards a more Sustainable Banana Industry. Achieving a Fairer Distribution of Value**

**Objectives:** Setting the scene for the Global Conference on Living Wages and Incomes, considering the relevant forthcoming due diligence legislations and requirements and their impacts on stakeholders along the supply chain and understanding the transversality and importance of distribution of value along the supply chain, what challenges the industry face and what potential solutions can contribute to a more sustainable banana industry.

#### **Moderator:**

*Mr. Victor Prada, WBF Secretariat (FAO)*

#### **Proposed panelists**

- *Mr. Jorge Sauma, General Manager, National Banana Corporation (CORBANA)*
- *Mr. Leonard Mizzi, Head of Unit, European Commission, Directorate-General (DG) for International Partnerships – Sustainable Agri-food systems and Fisheries*
- *Mr. Jose Antonio Hidalgo, Executive Director, Association of Ecuador Banana Exporters (AEBE)*
- *Mr. Felix Strauss, Team Lead Corporate Responsibility, ALDI-SOUTH Group*
- *Ms. Lianne Zoetewij, General manager, Association of Small Producers El Guabo (ASOGUABO)*
- *Mr. Cesar Guerra, Sub-coordinator, Coordinating Body of Latin American Banana and Agro-Industrial Unions (COLISBA)*
- *Ms. Silvia Campos, Senior Advisor Bananas, Fairtrade International*

**16:15 – 17:00** Open Discussion with all participants - Priorities and Key Opportunities on the topics of Living Wages, Living Income and Cost of Production.

**17:00** **Close**

**17:00 – 20:00** **Reception and networking cocktail** - Fountain Lounge, FAO Headquarters





**Wednesday 13 March**

## **Global Conference of the World Banana Forum (WBF) – Day 2**

**Green Room, FAO Headquarters**

**08:15 – 09:00** Welcome coffee

**09:00 - 09:10** Presentation of the recommendations of the International Meeting on Gender Equity in the Banana Industry

### **SESSION 4**

**09:10 – 09:50 Panel Discussion: Paving a path towards decent work and the adherence to international labour standards in the global banana industry**

**Objective:** Discussing the challenges and opportunities in enabling decent work in the banana industry and how supply chain collaboration can support improved conditions for workers, towards the adherence to international labour standards in the global banana industry.

#### **Opening remarks and moderator:**

*Mr. El'vis Beytullatev, Rural Economy Specialist, International Labour Organization (ILO)*

#### **Proposed panelists**

- *H.E. Danilo Palacios, Minister of Agriculture, Ecuador*
- *Ms. Svetlana Boincean, International Officer - Agriculture and Plantations, International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Associations (IUF)*
- *Ms. Christelle Owona, Group Sustainability Manager, Compagnie Fruitière*
- *Mr. Wilbert Flinterman, Senior Advisor on Workers' Rights and Trade Union Relations, Fairtrade International*
- *Ms. Jennie Coleman, President, Equifruit*
- *Ms. Patricia Lauko, Human Rights Specialist & CSR Consultant, LIDL International*

**09:50 – 10:45** Open discussion with all participants - Priorities and Key Opportunities

### **SESSION 5**

**10:45 – 11:20 Priorities and Key Opportunities on the topics of the WBF's regional, national and smallholder commissions**

#### **Proposed panelists**

- *Mr. Felix Lutz, International Relations Officer, AGRI desk officer for Chile, Central America (Guatemala, Honduras, Nicaragua, El Salvador, Costa Rica and Panama) and the Andean Community countries (Colombia, Peru, Ecuador and Bolivia)*
- *Mr. George Kporye, Corporate Affairs and Sustainability Advisor, Golden Exotics Ltd.*
- *Mr. Hilario Pellegrini, President, Producer Association from Dominican Republic (ADOBANANO)*



- *Mr. Jose Francisco Zuniga, Executive President, Producer Association from Magdalena y la Guajira (ASBAMA)*
- *Ms. Adela Torres, Coordinator, Coordinating Body of Latin American Banana and Agro-Industrial Unions (COLSIBA)*
- *Ms. Kahlil Apuzen-ito, Sustainability and Resilience Lead, Foundation for Agrarian Reform Cooperatives in Mindanao (FARMCOOP)*
- *Ms. Dianelly Reyes, Manager, Cooperativa Agraria Alto Grande Sana Sofía de Perú (COOPAG)*

**11:20 – 12:00** Open discussion with all participants - Priorities and key opportunities

**12:00 – 14:00** **Banana Diversity Tasting Event** – FAO Atrium

**12:00 – 14:00** Lunch Break

## **SESSION 6**

**14:00 – 14:30** **Fusarium Wilt TR4: Strategies for the Present and Solutions for the Future**

**Objective:** Explore the challenges and opportunities associated with Fusarium Wilt TR4, presenting current strategies in play and prospective solutions for the future.

### **Moderator:**

*Ms. Raixa Llauger, Agricultural Officer, Subregional Office for Mesoamerica, FAO*

### **Proposed panelists**

- *Ms. Nancy Villegas, Regional director of Plant Health, International Regional Organization for Plant and Animal Health (OIRSA)*
- *Mr. Desaleng Etalo, Professor, Wageningen University and Research*
- *Mr. Ralf Buss, Regional Coordinator of AleR4Ta, German Agency for International Cooperation (GIZ)*
- *Mr. Miguel Dita, Senior Scientist, Alliance Bioversity International – CIAT*

**14:30 – 15:00** Open discussion with all participants - Priorities and key opportunities

## **SESSION 7**

**15:00 – 15:30** **Debate on certification and audit costs – WBF Commission on Certification. Is an international multi-stakeholder agreement possible to reduce certification and audit costs?**

### **Proposed panelists**

- *Mr. Jose Antonio Hidalgo, Executive Director, Association of Ecuador Banana Exporters (AEBE)*
- *Mr. Emerson Aguirre, President, Producer Association of Colombia (AUGURA)*
- *Ms. Silvia Campos, Senior Advisor Bananas, Fairtrade International*
- *Ms. Christiane Hornikel, Lead Emerging Sectors, Rainforest Alliance*
- *Mr. Johannes Weh, Key Account Manager / Stakeholder Relations, GlobalG.A.P.*
- *Mr. Edgar Monge, Responsible Sourcing Manager, Tesco (Americas)*
- *Mr. Peter Stedman, Sustainability Director, Chiquita*

**15:30 – 16:00** Open discussion with all participants - Priorities and key opportunities



## SESSION 8

### **16:00 – 16:55 Governance of the WBF**

- WBF priorities, organization, future
- Election of a new Steering Committee

### **16:55 – 17:00** Closing address by the WBF Secretariat