

First meeting of the World Banana Forum

A multi-stakeholder forum on sustainable banana production and trade

7-8 December 2009

FAO Headquarters, Rome
Green Room

Final report

Introduction

The Food and Agriculture Organization of the United Nations (FAO) held an international forum on sustainable banana production and trade (“*World Banana Forum*”) from 7 to 8 December 2009 at its headquarters in Rome, Italy. This meeting was organized by the Multi-stakeholder Forum (MSF) project, which is implemented by FAO with co-funding from the Department for International Development of the United Kingdom. The project facilitated a preparatory committee composed of representatives from the banana industry, civil-society organizations and national governments. The committee held two meetings and an electronic conference in 2009 that were essential to build consensus among stakeholders and prepare the Forum meeting.

The objectives of the meeting were to:

- Reach a common understanding of the key issues facing the banana sector and prioritize them.
- Determine the types of activities needed to address these issues and form related working groups.
- Agree on the establishment of a permanent forum that will facilitate the sharing of information, ideas and best practices among the stakeholders of the banana sector and coordinate the working groups.

Over 150 persons attended the Forum including representatives from banana farmer organizations, trade associations, private companies (including major banana marketing companies and retailers), trade unions and other civil society organizations, research institutes, technical cooperation agencies and governments. Participants came from Latin America, the Caribbean, Africa, Asia, Europe and North America. The list of participants can be found in annex.

I. Summary of the first day (Monday 7 December)

1. Welcome addresses

Dr Henri Josserand, Deputy Director of the Trade and Markets Division welcomed the participants on behalf of the Director-General of FAO. He recalled that the banana sector generates vital incomes and jobs for millions of farmers, farm workers and their families in many developing countries, but is faced with serious environmental, social and economic challenges. Producer prices are often too low to afford to implement sustainable production systems, whilst price wars among retailers can put producers, workers and their families under conditions of extreme hardship. Although useful initiatives have been taken by some NGOs and companies, the challenges are so complex that they will require joint action by all stakeholders of the banana sector. The establishment of a permanent international forum will provide a tool for the entire sector to address the most pressing problems in the spirit of seeking practical, result-oriented solutions of common interest.

Dr Josserand stressed that the future permanent forum should be driven by the sector’s stakeholders and would fail without their active commitment and participation. The Trade and Markets Division would fully



support the permanent forum and continue to act as a neutral facilitator as part of its programme of activities to promote sustainable agricultural production and trade.

Speaking on behalf of civil society organizations, **Ms Iris Munguia**, Deputy Coordinator, Latin American Federation of Banana Worker Unions (COLSIBA) and **Mr Alistair Smith**, European Banana Action Network, underscored that the creation of the Forum offers a historic opportunity to accelerate the processes of dialogue, innovation and implementation of solutions. The capacity of participants to empathise with those who have the least power to change their working and living conditions will be critical to the success of the Forum, as it will help keep the focus on the goal of a sustainable livelihood for all those involved in the supply chain. Participants share the essential ethical values needed to construct a sustainable industry, in particular gender equity, equity in the distribution of value, equity between current and future generations, and participatory democracy in the process.

The speakers proposed the following objectives on behalf of civil society organizations: the real exercise of trade union freedom and collective bargaining between the parties; more employment opportunities for women; a global plan/partnership to reduce agrochemical use and an industry-wide occupational health and safety programme; the active promotion of sustainable production systems that not only respect people but also biodiversity, soils and water; national banana *fora* that feed into the World Banana Forum; broad dialogue over the setting of fair prices along the chain and, in the medium term, possibly working together towards a first global industry-wide agreement between all the stakeholders, including labour, social, environmental and economic chapters.

Finally, they underlined the importance of governments in the development of new legal frameworks, as well as in the enforcement of legislation and in their support for a transition to a sustainable banana economy. To conclude, they urged participants to be innovators and pioneers for other industries and for the sake of future generations.

Mr Sylvain Cuperlier, vice-President and Director, Worldwide Corporate Social Responsibility, Dole, welcomed participants on behalf of the world's largest 5 banana trading companies (Bonita, Chiquita, Del Monte, Dole and Fyffes). He stated that these companies are committed to addressing in a collaborative and mutually respectful way with all stakeholders the important issues that have faced the banana sector for years including wages, workers' health and safety, the protection of the environment, women's employment and working conditions, and freedom of association. He then underscored the growing concerns raised by unprecedented low consumer prices and suggested that the forum discuss their effects on the sustainability of the whole banana supply chain from workers to retailers. Noting that the on-going proliferation of private standards is another issue, he encouraged initiatives aimed at benchmarking existing standards and mutual recognition agreements. In addition, he warned that climate change will be one of the most crucial and difficult challenges to overcome for the years and decades to come. Finally, he mentioned water management as another key challenge of the 21st century.

He urged companies, governments, NGOs, trade union organizations and research institutions to work together in order to address those issues and indicated that the banana companies support the World Banana Forum and will continue participating actively in it. He expressed confidence that, by sharing their different backgrounds and expertise in a constructive manner and with mutual trust and respect, the banana stakeholders will achieve their ambition of defining and implementing a new banana model for the twenty-first century.

2. Background on the multi-stakeholder process

Ms Sue Longley from the International Union of Farm and Food Workers (IUF) presented a brief history of the process that led to the forum. She explained the long history from 1998, when an International Banana Conference was held to discuss the challenges facing the banana sector. This event was followed in 2005 by a second conference (IBC2) that brought together 250 representatives of all the key players in the banana sector: private, public and civil society organizations. The IBC2 reached a consensus on the problems of the banana sector and the need to establish a permanent Multi-Stakeholder Forum (MSF) to seek collaborative solutions to these problems. The idea of establishing a multi-stakeholder forum was discussed again at a



meeting held at the headquarters of the United Nations Conference on Trade and Development (UNCTAD) in October 2007 with the participation of the International Labour Organization (ILO), FAO, representatives from the governments of banana exporting and importing countries and Civil Society Organizations (CSOs). The meeting confirmed that there was broad consensus for the establishment of the MSF. UNCTAD hosted two follow-up meetings in 2008 of an informal preparatory group of some 10 persons from trade unions, small farmers' organisations and CSOs, UNCTAD, the ILO and FAO to discuss the practical steps needed to design and launch the Forum. A third meeting of the same group took place in Amsterdam ahead of a workshop with diverse representatives of the international banana industry from four continents. As the neutrality of the facilitator is critical, it was suggested that the MSF should be facilitated by the United Nations. A Preparatory Committee including representatives of each type of stakeholder in equal numbers was formed in January 2009 to make proposals for the mandate and structure of the MSF and to guide the preparations for its inaugural meeting. The committee met twice in 2009 and worked steadily throughout the year by e-mail and telephone to prepare this meeting.

3. Discussion of mission, objectives, scope and outputs of the Forum

Mr Pascal Liu, Coordinator of the MSF Project at the Trade and Markets Division of FAO explained the work that had been carried out by the Preparatory Committee and its specialized working group over the year 2009. He presented the proposals made by the Committee to the meeting participants as regards the mission, scope and objectives of the future permanent forum as follows (see document MSF-F1-09-6e):

Proposed Mission of the Forum for discussion

The Forum will strive to work towards a world where:

- *Banana production and trade are sustainable from the environmental, social and economic perspectives.*
- *Every actor in the supply chain from producer to retailer receives a fair price that covers its costs and ensures a reasonable profit margin.*
- *All actors, including sub-contractors, respect the core international labour conventions and pay decent wages.*
- *The impacts of banana production on the environment are understood, quantified and optimized.*
- *Consumers are provided with good quality bananas and they understand the need to pay a sufficient price that ensures sustainable livelihoods for all actors of the industry.*
- *Divergence of views and interests within the sector are resolved through dialogue and collaboration.*

Proposed scope for discussion

Geographical and product scope

Based on the discussion held during the first Preparatory Committee, the Working Group proposes the following scope in terms of products and countries for the Forum:

“The Forum will focus on internationally traded bananas (1) but ensure links and information exchanges with the scientific community and producing countries that are not currently major exporter.”

(1) this term includes both dessert and cooking bananas”

Thematic scope

The proposed areas of work for the Forum had been grouped in four clusters as follows:

1. Workplace issues

- 1.1. International labour standards and working conditions
- 1.2. Occupational health and safety
- 1.3. Gender issues in the workplace (including women's employment)
- 1.4. Living wages



2. Environmental Impact

- 2.1. Biodiversity (including soil and forest conservation)
- 2.2. Water
- 2.3. Energy and emissions
- 2.4. Agrochemical use
- 2.5. Waste management

3. Sustainable Productions Systems

- 3.1. Lower external input systems (including organic and integrated cultivation systems)
- 3.2. Action research on new varieties
- 3.3. Poverty alleviation
- 3.4. Existing standard and certification systems (including making them more readable and accessible)

4. Distribution of value along the marketing chain

- 4.1. Fair prices along the chain (including consumer prices)
- 4.2. Market Observatory and data collection
- 4.3. Production ownership and organization
- 4.4. Rural finance and technical assistance for small producers
- 4.5. Optimal use of resources (including productivity)

Proposed objectives of the Forum for discussion

The MSF aims to provide a space in which farmer organizations, exporter groups, trading companies, worker unions, retailers, governments and civil society organizations can:

- *meet, exchange and discuss ideas, concerns and proposals in a constructive atmosphere;*
- *explore areas where cooperation can bring about solutions and improvements;*
- *engage in cooperation with the purpose of addressing and resolving issues.*

More specifically, the Forum will serve for:

1. *Exchanging information on best practices and sustainable development projects (e.g. techniques and systems for sustainable banana production);*
2. *Jointly designing and implementing field research projects to produce best practices in banana production (these projects will be based on collaboration in the field among all relevant actors, including governments and their technical agencies; e.g. research institutes, extension services);*
3. *Assessing workplace issues and encouraging the adoption of practices that are consistent with the ILO's core conventions and recommendations and that guarantee gender equity;*
4. *Suggesting strategies which correct inefficiencies in the banana value chain while guaranteeing fair prices and earnings for all the relevant actors.*

The Committee suggested that the Forum focus its activities on finding practical solutions to field problems. It should undertake projects that can rapidly generate gains for all stakeholders: producers, farm workers, traders, retailers and governments. An example could be the production and dissemination of integrated pest management techniques that reduce the cost of inputs for farmers, increase yields, enhance product quality, improve worker health and preserve the environment.

In its proposal, the Committee insisted that the outcomes of the Forum be made available for free to everyone, but they should not be utilized to create mandatory standards or other barriers to trade. More generally, the Forum's outputs should not be used by any governments to justify trade discriminations.

Mr Liu explained that the main function of the above proposals was to stimulate the thinking of the forum participants, but they should not be considered as restrictive. Participants were encouraged to give their views and present different proposals if they wished so. He then presented suggestions on what outputs could be expected from the activities of the permanent forum. These included: better informed stakeholders that actively collaborate; projects proposals; studies and analyses; best practices; recommendations and guidance that would be reviewed and validated by the Forum. It would disseminate them through its website, meetings, workshops and the distribution of printed documents (manuals, guides...) and CD-ROMs.



Finally, some options for legal status and governance of the permanent forum were briefly presented so that participants could reflect on them during the two days of the meeting. The three options were:

- i. continuation of the status quo whereby FAO acts as the forum's secretariat;
- ii. establishing a United Nations multi-donor trust fund;
- iii. establishing a non-governmental organization.

These options are presented in more detail in document MSF-F1-09-7e.

Following his presentation, Mr Liu introduced the team of meeting facilitators¹. **Mr Holger Nauheimer** and **Ms Juliane Neumann**, the lead facilitators, repeated the objectives of the meeting and explained what was expected from participants. They then opened the floor for discussion on the proposals that had been presented. Participants expressed support for the establishment of a permanent forum. Generally speaking there was consensus on the mission and objectives proposed by the Preparatory Committee. One participant stressed that the Forum should not only facilitate discussions but more importantly it should achieve concrete results. Several participants suggested that the future Forum should analyze the distribution of costs and benefits along the supply chain in order to promote a fairer distribution of value. Others stated that labour issues, in particular freedom of association and collective bargaining and occupational health, were of critical importance for the future work of the Forum. The need to analyze existing certification schemes and help producers benefit more from them was mentioned several times. Other areas of work for the Forum suggested in plenary included helping producers build effective organizations, increasing productivity, developing sustainable production systems and introducing new banana varieties. Although the discussion was far from over, the facilitators asked participants to hold their comments and suggestions for the ensuing session (see below).

4. Discussion of thematic areas and issues

The objective of this session was that all participants indicate the issues that they consider as important to the banana sector. The meeting facilitators described the procedure that would be followed for the identification of issues. They requested participants to write what they consider to be the key issues and questions facing the banana sector on a piece of paper and stick it to the various boards that were placed in the room. There was a board for each of the following thematic clusters:

1. **Workplace issues**
2. **Environmental Impact**
3. **Sustainable Productions Systems**
4. **Distribution of value along the marketing chain**

In addition, there was a fifth board for “**Miscellaneous issues**,” i.e. topics that did not fall into the above four categories.

Afternoon session

5. Discussion of thematic areas, issues and proposed activities

After the lunch break, all the participants met again in the Green Room (plenary) where nine sub-groups of participants were identified: four for discussions in English only on each of the main thematic clusters listed above; four groups on the same clustered issues for Spanish and French speaking participants (also joined by some bi-lingual English speakers); and a ninth multi-lingual group on “miscellaneous issues”. The participants were invited to join one group each according to their own interest. The facilitation team tried to

¹ The facilitation team was formed by Mr Holger Nauheimer and Ms Juliane Neumann (the lead facilitators) plus **Ms Gauri Salokhe**, **Ms Nadejda Loumbeda**, **Ms Florinda Magliulo**, **Mr Paul Pilkauskas** and **Mr Víctor López** (the last one, Secretariat of the MSF Project at FAO), who provided voluntary support. The success of the meeting would not have been possible without the professional assistance of these persons.



keep the balance within and between the groups as regards size, professional activity of the participants and geographical distribution.

The facilitation team then organized meetings in separate rooms (simultaneous interpretation was provided on a collaborative, informal way by the facilitators and some participants). These groups met to discuss all the issues highlighted before lunch and posted on the walls as indicated in section 4 (above). The objective of the meeting was to make a selection of about five key topics per group.

After this work in small groups, participants were asked to come back to plenary in order to share and further consolidate their findings.

6. Report by the discussion groups in plenary

The discussions held by the nine groups lead to the identification of the following priority issues². They were read out in the plenary for common reflection:

Discussion group	Language sub-group	Main issues identified
Distribution of value along the chain	English	<ul style="list-style-type: none"> • What is a fair price? Who defines it? • What is the role of government(s) in establishing a "fair" price? • How to design a mechanism that monitors costs along the product chain in a manner that guarantees confidentiality? • How do we engage and educate consumers about value along the value chain? • What role should the tradeunions play in defining in what is a fair price?
	Multilingual	<ul style="list-style-type: none"> • Transparency of costs along the chain • Balance of power in the value chain (role of retailers) • Role of the governments of exporting and importing countries and their participation in pilot projects • Consumer protection
Workplace issues	English	<ul style="list-style-type: none"> • Improve the implementation of Freedom of Association for both domestic and export production. FoA should lead to effective Collective Bargaining • Company policies to ensure national labour laws are applied. Vulnerable workers to have same conditions as permanent workers. Forum to provide examples • Forum to provide information and examples of mechanisms to show how living wages could be calculated in the banana sector • Forum to identify best practice in gender-sensitive employment policies and practices (including increasing women's employment in the sector) • Forum to identify best practices on Occupational Health, Safety and Environment (OHSE) management systems (include examples of risk assessment and joint training of management and workers, making joint OHSE machinery work, broader OHSE strategies...) e.g. reduce pesticides, ergonomic policies

² More detailed data -containing all the issues discussed in groups- is available upon request by sending an email to: msf-secretariat@fao.org



	Multilingual	<ul style="list-style-type: none"> • Freedom of association and collective bargaining • Women labour hiring in banana plantations • Clarify the role of labour standards certifiers in the banana industry • Management and security systems in the workplace
Environmental impact	English	<ul style="list-style-type: none"> • Reduce (collateral/impact) of agrochemical use in banana production • Carbon (ecological) footprint of the product life-cycle • Water management and waste management • (Inter)national coordination of forest corridors
	Multilingual	<ul style="list-style-type: none"> • Agrochemicals reduction • Blacklist the most dangerous chemical products for banana workers (at a global level) and disseminate alternative practices • Protection of workers' health. Promotion of education, information, capacity building and protection equipment for workers • Improve transparency: unannounced on-farm monitoring three times a year, cost evaluation, standards consolidation • Agreement among all the stakeholders about environmental protection strategies • Reinforce research on agricultural practices (promote networks)
Sustainable Production Systems	English	<ul style="list-style-type: none"> • What is the definition of sustainability? How to measure and verify or certify it? • How to encourage research into organic production? (regulatory and funding) • How to reduce dependency on <i>Cavendish</i> variety? • What could be the role of biotechnologies in the industry? • Two-way information delivery
	Multilingual	<ul style="list-style-type: none"> • Sustainability (definition of it, socio-economic and environmental impact, research dissemination) • Participatory research (identification, life-cycle analysis, measuring environmental and socio-economic impact, pests, planting techniques, irrigation, workers' protection) • Diversification (moving out from monoculture for small and big producers) • Markets (producer and consumer information, standardization, review and analysis of quality specifications) • Public policies (promotion of sustainability, capacity building, use of agrochemicals, enforcement of rules and agreements ...)
Miscellaneous	Multilingual	<ul style="list-style-type: none"> • Consumer awareness and communication/education • The role of certification systems in promoting sustainable bananas (especially in the context of smallholders) • Process of decision making, commitment and participation of stakeholders in the forum • Financing research (includes banana diversification)



II. Summary of the second day (Tuesday 8 December)

In the morning participants split into eight discussion groups – with a view to favouring the formation of heterogeneous groups. During the same session the facilitators asked the members of a transitional Steering Committee (SC) of the Forum to meet separately. These participants were mainly members of the Preparatory Committee formed by the MSF Project from the beginning, plus any participant who wanted to join (see final list in annex).

The atmosphere was again very constructive and it benefited from the shared willingness to collaborate and build consensus. Governmental representatives, small producers, trading companies or retailers sat at the same table and discussed their concerns in the spirit of seeking solutions valid for all.

The participants convened in plenary at the end of the morning session to share the results of the group discussion. Based on these, it was proposed that a total of six permanent Working Groups (WG) be established as follows:

- i. WG on **Labour Rights**, to deal with:
 - Freedom of association and collective bargaining
 - Health and safety at work
 - Living wages
 - Good labour practices
 - Compliance with laws
- ii. WG on **Distribution of Value**, to deal with:
 - Transparency
 - Fair prices
 - Living wages
 - Value chain
- iii. WG on **Certification**, to deal with:
 - Standards
 - Monitoring
 - Harmonization of standards
- iv. WG on **Sustainable Production Systems**
 - Criteria
 - Best practices and alternatives
 - Diversification
 - Research on alternative methods
- v. WG on **Environmental Impact**
 - Water management
 - Waste management
 - Emissions
 - Biodiversity
- vi. WG on **Agrochemical use**
 - Rational use of agrochemicals
 - Environmental impacts
 - Occupational health and safety

Participants were encouraged to review these groups and think of the type of involvement they would like to have in them (e.g. simple interest or active involvement).



Afternoon session

The afternoon session started with a new series of group meetings. The SC met in parallel and the rest of the participants split again into new groups, corresponding to the six new working groups identified in the previous session. The objective of the work in groups was to facilitate the interaction among those who will participate in the working groups from the forum onwards; the members of each group introduced themselves, discussed the methodology and frequency of future WG meetings, tried to identify the key goals for every WG and designated a small team of about two to five focal points (considering the need to keep a balance of professional profile and geographical/language distribution).

During these discussions it was also agreed to merge the WG on Sustainable Production Systems with the WG on Environmental Impact. Thus, a total of **five permanent working groups** were created. Additionally, it was made clear that the stakeholders that could not attend this forum meeting in Rome will be able to join any of the WGs during the following months. This would also apply to participants who were actually present at the forum in Rome but who were involved in concurrent meetings of the steering committee or any of the other simultaneously occurring working groups.

The table below summarizes the most relevant outputs of these discussions³:

Working Group name	Coordinators	Main outputs of the first meeting
Labour rights and other workplace issues	Alex Yeboah-Afari , VREL, Ghana Alsidés Brea Franco , INCAP, Dominican Republic Victor Quesada , ASEPROLA, Costa Rica Martin Cooke , ETI, UK Anna Cooper, Banana Link, UK	Priority activities: Freedom of Association and Collective Bargaining Rights; Health and Safety; Living Wage; Good Practices; Compliance with Law; Increasing Women's Employment. Communications mainly through email distribution lists to be established with the assistance of the MSF Secretariat.
Distribution of value along the chain	Patricia Bresciani (Coordinator), DOLE Latin America Helge Fischer , BANAFAIR, Germany/Ecuador Guillermo Touma (assisted by Jesper Nielsen), FENACLE, Ecuador Adelaide Boateng-Siriboe , GHANA Representation to FAO Luuk Boon , TASTE, The Netherlands Denis Loeillet , CIRAD, France To be identified , a distributor / supermarket representative	Priority activities: Fair Price; Transparency; Living Wages; Value Chain <i>stakeholding</i> .
Certifications	Liz Parker , EUROBAN, UK Carmen Banegas , FENACLE / COLSIBA, Ecuador Janine Dortmundt , FAIRFOOD, The Netherlands Juan Antonio Herrera , SITAG, Perú	Key issues, scope and objectives to be defined: Role of existing certification schemes; Functioning of the certification systems (standards, auditing); Accessibility of certification/applicability to small holders; Value of cert. to producers; Links between forum and certification... Priority activities (need to sort them by countries): small producers' needs and capacity building; follow up on workers' issues; help and inform the forum about standards and sources of support with standards adoption; inform/influence standards and

³ More detailed data -containing all the issues discussed in groups- is available under request by sending an email to: msf-secretariat@fao.org



		certification systems to improve efficiency; benefits and limitations of certifications. The focal points team should be intended as a transitory one.
Sustainable Production and Environmental Impacts	Jeroen Kroezen , SOLIDARIDAD, The Netherlands Inge Van den Bergh , BIOVERSITY International, France George Jaksch , CHIQUITA, USA (Europe based) Sylvain Cuperlier , DOLE, US/Europe based	Priority activities: What does sustainable mean in banana production? Identify and circulate good practices compatible with sustainable production; Diversification of varieties and products (eg. new hybrids); Research to explore methodology and practices; Environmental impact (water, waste water management, emissions, biodiversity). Environmental Impact WG decided to merge with the former Sustainable Production Systems WG since the issues to be tackled by both were deemed related.
Agrochemical use	Dr Raúl Harari , IFA, Ecuador Gloria Garcia , COSIBAH, Honduras Thomas Young , FRESH DEL MONTE, USA Prof. Gert Kema , WAGENINGEN University, The Netherlands	Priority activities: Set up web page (linked to the MSF page, steering committee, wiki)/skype etc.; Dissemination of protocols for safe use of pesticides (education on use, storage; involve industry / employers and unions); List of pesticides being used (monitoring strategies/risk assessment); Priority setting; How to reduce pesticides while maintaining production and quality; Find alternatives (timing and dose biocides, crop resistance, workers safety) to fungicide input; Operational aspects, best practices, how to develop and share a project (on alternatives); Multidisciplinary; involve workers (unions), consumers, retailers, entire chain.

Notes by the Secretariat:

There was a common concern regarding the web platform that will be used by each of the WGs to share information and work together. During the forum meeting in Rome, a wiki was created by the lead facilitators to collect ideas and put together the outputs of the meeting. Nevertheless, the Secretariat of the World Banana Forum will work on an internet based solution to facilitate the interaction of the working groups.

After the Forum, some of the participants volunteered to write ad-hoc Guidelines that would be applied to set the functioning of the working groups and to define the role of the coordinators in these groups. These guidelines are public and available upon request.

7. Forum membership and governance

After the group discussions, participants convened in the Green Room for the final plenary session. Ms Longley gave a summary of the proposals by the Preparatory Committee with respect to governance, possible legal status, participation of governments and intergovernmental organizations and structure of the future permanent forum. She informed participants that the newly-established Steering Committee recommended that the current informal status be kept for the moment. In the first year at least, the forum would be an informal network with FAO playing the role of a secretariat. Later, as the forum developed and expanded, a more formal structure would be considered based on operational, legal and financial needs. The membership and rules of procedures would need to be discussed in the coming months as the Committee had not made any concrete suggestions yet.

The Committee had discussed the possible role of government in the forum several times, but no definitive conclusion was reached, partly because relatively few governments participated in the Committee. The government representatives were encouraged to present their views as to what role they envisioned.

Finally, Ms Longley reminded the participants of the proposed mission, scope and objectives of the future forum (described in document MSF-F1-09-6e) that were presented in the morning of the previous day and



asked if the agreement that had then been perceived was confirmed. There was general approval by the whole assembly.

Mr Víctor López, MSF Project Secretariat, Trade and Market Division of FAO, presented more details on the proposed timeframe, working calendar of the Forum, frequency of meetings.

The permanent forum would hold an in-person meeting every two years (such as the one in Rome, the next one would take place in December 2011, preferably in a banana-producing country) ideally back-to-back with the sessions of the Intergovernmental group on Bananas and Tropical Fruits (IGG). There would be discussions by telephone or internet based platforms in between the meetings.

The new Steering Committee would replace the former Preparatory Committee. It would meet on average twice a year and would play a coordinating role *ad interim* pending the adoption of a more formal status for the forum. Any interested participant who could dedicate sufficient time and energy to the Committee was welcome to join it. The Secretariat would support it.

The specialized working groups would meet on average once a year (although groups wishing to meet more often could do so provided they had the necessary financial resources) and report to the forum, the Committee and the Secretariat.

Mr Liu gave a brief summary of the fundraising activities that had been carried out by the Working Group on Budget and Fundraising and the status of contacts with potential donors. The Group had prepared a budget for the first two years of the forum that included the meetings of the Forum and Committee, the operation of the Working Groups and the Secretariat, as well as research and dissemination activities. He indicated that although a few donors had expressed interest in principle, none had pledged funds as yet. Finding external funding was essential to the launch of the permanent forum, as FAO did not have sufficient funds available for it due to cuts in its operational budget.

Participants were invited to give their views on the above proposals. A panel of members of the Preparatory Committee was invited to answer questions from the floor. Many participants emphasized the need for a permanent forum and expressed support for its establishment. They stressed that the complexity and global nature of the challenges facing the banana sector called for collaborative action. Several participants expressed satisfaction that the atmosphere had been cordial and constructive during the whole meeting, allowing for meaningful and productive debates that had led to concrete outcomes. They were echoed by panel members who noted that the attitude of stakeholders had improved since the latest international banana conference in 2005 and that a constructive spirit had now emerged. The building of trust among stakeholders was credited to a long process of dialogue that started in the late 1990s. The fact that stakeholders had worked closely together within specialized groups over the past 12 months had strengthened trust. A panel member reminded participants that while the meeting was a clear success, it was only the first step of a long process. The real value of the forum would emerge over the next two years and would have to come from the working groups, which therefore had a considerable responsibility. There were calls for keeping the momentum in 2010 and starting concrete activities in the working groups.

Several persons reminded the meeting that all actors in the supply chain should receive a fair price for their products and this included producers and farm workers, who should receive a fair remuneration for their work. Growers should organize themselves to increase their bargaining power and have their proposals taken into account. The need for value adding was highlighted as a way to create sustainable supply chains. Bananas should no longer be viewed as simple commodities but rather as value-added products.

There were questions on the role that the banana sector could play in mitigating climate change. A panel member indicated that large banana companies have designed plans and started implemented measures to reduce their emissions of greenhouse gas. Not surprisingly, a few participants referred to the trade dispute over the banana import policy of the European Union. They were reminded that this issue is outside the scope of the forum, as it falls within the remit of the WTO. A panel member expressed the hope that an agreement between the parties to the dispute would be announced soon and would contribute to improving further international relationships within the world banana sector. A few participants mentioned the risks posed by non-tariff barriers to trade, in particular standards. These may reduce export opportunities. The Working Group on Certifications would need to address these risks.



It was noted that although they had been invited, consumer associations were absent from the meeting. There was strong consensus on the need for involving them in the future activities of the forum and inviting them to join the Steering Committee (in particular, the name of *Consumers International* was suggested). The involvement of consumers was viewed as essential to achieving fair pricing for all market players.

8. Discussion on the Forum's name

Ms Liz Parker, Coordinator of *Euroban* and member of the Working Group on Name, presented the three name options proposed by the Preparatory Committee for discussion (see document MSF-F1-09-8). She explained that the Preparatory Committee had discussed them at length at its last meeting and come to a preference for the following:

“The World Banana Forum

Working together for sustainable bananas”

She asked participants for their views on the proposal. Although a few participants favoured another option, the majority approved the name World Banana Forum. There was discussion on the sub-title, as some participants did not like the term “sustainable bananas” and wanted to substitute it for “sustainable banana industry” or “sustainable banana sector”. Eventually it was agreed to replace it with “sustainable banana production and trade”.

In the end, the following name and tagline were adopted by acclamation:

“The World Banana Forum

Working together for sustainable banana production and trade”

Some participants noted that there should be room for slight variations in other languages to give more impact or adapt it to the cultural circumstances. So far, the following name and tagline have been adopted for the Spanish and French versions:

SP

El Foro Mundial Bananero

Trabajando juntos hacia una producción y comercio sostenibles del banano

FR

Forum mondial de la banane

Travailler ensemble pour une filière durable de la banane

9. Concluding session

Adoption of a communication

The Working Group on External Communication had drafted a brief communication to explain the goal of the forum to the media, potential donors and other public. The draft text was distributed to the participants in the 3 languages of the forum. The Steering Committee suggested to replace “worker unions” with “trade unions” in the second sentence and to add “gender equity” after “workplace issues” in the third one. The suggestion was adopted. One participant suggested adding the following words after “trade unions” in the second sentence: “other representatives of workers, cooperatives and public agencies”. However, several participants opposed the addition of the term “other representatives of workers” on the ground that trade unions are the only legitimate representatives of workers recognized by the International Labour Organization. The participant agreed to withdraw this suggestion for the sake of consensus and only the terms “cooperatives” and “public agencies” were added.



Then there was a request that the statement should also refer to producers. The request was accepted and the following communication statement was adopted by acclamation:

“The World Banana Forum

Working together for sustainable banana production and trade

The World Banana Forum (WBF) is a permanent space of assembly for participants representing the global banana supply-chain to promote open dialogue on challenges facing the banana industry.

This groundbreaking initiative brings together producers, their organizations, trade unions, cooperatives, exporter groups, trading companies, retailers, public agencies, governments, research institutions and civil society organizations.

The Mission of the World Banana Forum is to inspire collaboration between stakeholders that produces pragmatic outcomes for the betterment of the banana industry; and, to achieve an industry-wide consensus of Best Practices regarding workplace issues, gender equity, environmental impact, sustainable production and economic issues.

The hope of the World Banana Forum is that all stakeholders can share the vision of a sustainable banana value chain for present and future generations.”

The participants agreed to present a communication based on this statement to the 4th session of the Intergovernmental Group on Bananas and Tropical Fruits to be held on 9-11 December 2009.

Formation of a transitory steering committee

It was proposed that the steering committee that had been set up during the meeting would facilitate the forum in its early stages until a more formal status was adopted. It would meet twice a year on average. Interested participants who could dedicate sufficient time and energy to the Steering Committee were invited to join it. The meeting approved the proposal and several participants volunteered to join the Committee. The list of members is provided in Annex 3.



ANNEXES

Annex 1. Agenda

First meeting of the Multi-stakeholder Forum on Sustainable Banana Production and Trade

“World Banana Forum”

7-8 December 2009, Green Room, FAO Headquarters, Rome

Monday 7 December

- 8.45 Registration of participants**
- 9.15 Welcome addresses**
- Henri Josserand, Deputy Director, Trade and Markets Division, FAO
 - Iris Munguia, COLSIBA, and Alistair Smith, EUROBAN, on behalf of civil society organizations
 - Sylvain Cuperlier, Dole, on behalf of fruit trading companies
- 9.45 Why do we need a Forum? Background on the multi-stakeholder process**
Sue Longley, IUF
- 10.00 What is the objective of this meeting? What is expected from participants?**
Holger Nauheimer and Juliane Neumann, Facilitators
- 10.15 Discussion of mission, objectives, scope and outputs of the Forum**
Pascal Liu, Coordinator, MSF Project, Trade and Market Division, FAO
- a. Mission, scope and objectives
 - b. Expected outputs
 - c. Brief presentation of governance options
- 11.45 Discussion of thematic areas and issues**
Suggestion and discussion of issues that are important for future forum activities under 5 thematic cluster (in Green Room)
- 12.15 Lunch break**
- 14.00 Discussion of thematic areas, issues and proposed activities**
(Work in small groups)
- 15.45 Coffee break**
- 16.00 Discussion of thematic areas, issues and proposed activities (continued)**
Consolidating the list of priorities (Work in small groups)
- 16.45 Presentation of key issues and proposals by the groups in plenary**
- 17.30 Meeting interrupts**



Tuesday 8 December

- 09.30 Start of Day 2 of the World Banana Forum**
Green Room
- 09.45 Temporary steering committee / Future working groups brainstorm (3 proposals for each group of participants)**
(Discussion in 8 small groups + 1 steering committee group)
- 10.45 Clustering of working groups**
(Among one representative of each group)
Green Room
- 11.30 Prioritization of working groups**
(Back to Green Room)
- 12.00 Lunch break**
- 13.30 Briefing about afternoon session**
Green Room
- 13.45 Final Working Groups get together and plan future work: what to do? when? how?**
(Discussion in small groups)
- 15.00 Presentation of key issues by the Preparatory Committee: what has been done and what will be done in the future**
Sue Longley (IUF) and the Secretariat of the MSF Project (FAO)
Green Room
- Membership and Governance
 - Participation of governments and intergovernmental organizations
 - Structure (e.g. committees, working groups...)
 - Meeting frequency and e-communications
 - Possible status of the permanent Forum
 - Possible funding for future Forum activities
- 16.15 Concluding session: discussion of the Forum's name and adoption of communication**
Liz Parker (Euroban) and the Secretariat of the MSF Project (FAO)
Green Room
- 17.15 Meeting closes**



Annex 2. Final list of participants

Table 1: Non-governmental participants

ORGANIZATION	GROUP	COUNTRY	PARTICIPANT
3F	CSO	Denmark	Jesper Nielsen
ABO	Small producer	Ecuador	Jorge Toapanta
AFD Coop.Agency France	Cooperation Agency	France	Claude Torre
AFD Coop.Agency France	Cooperation Agency	France	Stephanie Lanfranchis
Agroamerica	Private company	Guatemala	Bernardo Roehrs
Agro Fair Europe	Private company	Netherlands	Hans-Willem van der Waal
APEB	Trade association	Belgium	Charles de Wulf
ASAJA Tenerife	Trade association	Spain	Henry Sicilia
ASEPROLA	CSO	Costa Rica	Victor Quesada
ASPROCAN	Trade association	Spain	Francisco Rodriguez Diaz
ASSOBACAM	Trade association	Cameroon	Anatole Ebanda Lima
ATC	CSO/Small Producer	Nicaragua	Mauricio Meza Matute
ATC	CSO/Small Producer	Nicaragua	Doris García Canales
BAMA	Private company	Norway	Øyvind Briså
BAMA	Private company	Norway	Magne Svartbekk
Banelino	Small producer	Dominican Republic	Domingo Antonio López Quezada
Belbana	Private company	Belgium	Pedro Baltodano
Belbana	Private company	Belgium	Xiomara Baltodano
BIOVERSITY Asia	Research	Philippines	Agustin Molina
BIOVERSITY Promusa	Research	France	Inge Van den Bergh
BIOVERSITY IITA Banana08 Chair of Strategy	Research	Uganda	Fen Beed
BIOVERSITY	Research	Italy	Stephan Weise
BONITA	Private company	Ecuador/USA	Eric Crisman
CARREFOUR	Private company	France	Paul Rowsome
CEPIBO	Small producer	Peru	Adolfo Zelada Salas
CHIKUITA	Private company	Belgium	George Jaksch
CIRAD	Research	France	Denis Loeillet
CIRAD	Research	France	Thierry Lescot
COLSIBA	CSO	Costa Rica	Gilbert Bermúdez Umaña
COLSIBA	CSO	Honduras	Iris Munguia Figueroa
COLSIBA	CSO	Colombia	Adela Torres Valoy
Compagnie Fruitière/Golden Exotics Ltd.	Private company	Ghana	George Kporye
COOPI	CSO	Italy	Francesco Quistelli
COOPI	CSO	Italy	Claudio Ceravolo
COOSEMUPAR	CSO	Panama	Álvaro Muñoz Fuentes
CORBANA	Trade association	Costa Rica	Mariano Jiménez Zeledón
COSIBA-Costa Rica	CSO	Costa Rica	Ramon Barrantes Cascante
COSIBA-Costa Rica	CSO	Costa Rica	Mireya Rodriguez Rodriguez
COSIBA-Honduras	CSO	Honduras	Tomas Membreño Pérez
COSIBA-Honduras	CSO	Honduras	Gloria García García
CSIB-France	Trade association	France	Pierre Arnaud
CTM Altrmercato	Private company	Italy	Cristiano Calvi
Del Monte	Private company	Monaco	Jean-Pierre Bartoli
Del Monte	Private company	Costa Rica	Donald Murray
Del Monte	Private company	USA	Thomas Young
Del Monte	Private company	USA	Dyonisios Christou
DOLE	Private company	USA	Roberto Vega
DOLE	Private company	USA	Sylvain Cuperlier
DOLE	Private company	Latin America	Patricia Bresciani
ETI Ethical Trading Initiative	CSO	UK	Martin Cooke
ECBTA	Trade association	Belgium	Simon Pettinger



European Community Banana Trade Association			
EUCOFEL	Trade association	Belgium	Luc Hellebuyck
EUROBAN/Banana Link	CSO	UK	Anna Cooper
Banana Link	CSO	UK	Iain Farquhar
EUROBAN	CSO	UK	Alistair Smith
EUROBAN/Banafair	CSO	Germany	Helge Fisher
EUROBAN/Peuples Solidaires	CSO	France	Vanessa Gautier
EUROBAN	CSO	UK	Liz Parker
EUROBAN/GMB	CSO	UK	Bert Schouwenburg
Fairfood	CSO	Netherlands	Janine Dortmund
FARMCOOP	Small producer	Philippines	Koronado B. Apuzen
FENACLE	CSO	Ecuador	Guillermo Touma Gonzalez
FENACLE	CSO	Ecuador	Carmen Alexa Banegas
FLO e.V.	CSO	Germany	Caren Holzman
FLO_Max Havelaar France	CSO	France	Rebekka Belk
FLO_Switzerland	CSO	Switzerland	Martin Blaser
FLO e.V.	CSO	Switzerland	Peter Hurst
FLO_TransFair USA	CSO	USA	Todd W. Stark
FLO_Fair Trade Foundation	CSO	UK	Reena Agarwal
FLO_Solidaridad	CSO	Netherlands	Jeroen Kroezen
FPH	CSO	Switzerland	Pierre Vuarin
FDHT/University of Paris XII	External support/Research	France	Delphine Lefèvre
FDHT/University of Paris XII	External support/Research	France	Benjamin Gayrard
FRESH PLAZA	Media	Italy	Rossella Gigli
FYFFES	Private company	Ireland	Jon Tugwell
GTZ_Coop.Agency Germany	Cooperation Agency	Germany	Stefanie Kirse
ICA	Private company	Sweden	Lars Astrom
ICCO	CSO	Netherlands	Mariken Gaanderse
IFA	CSO	Ecuador	Raúl Harari
IISD (SCI=IISD+UNCTAD)	CSO	Italy/Canada	David Cuming
ILC International Land Coalition	CSO	Italy	Madiodio Niasse
ILO	Int.Organization	Switzerland	Ann Herbert
ITBAN	Research	France (Martinique)	Tino Dambas
IUF	CSO	Switzerland	Sue Longley
INCAP	CSO	Dominican Republic	Alsides Brea Franco
MAERSK/ReeferTrends	Private company	Italy	Andrea Giorgi
MAERSK/ReeferTrends	Private company	Denmark	Kim Aksel Kristensen
Norwegian University of Science and Technology (NTNU)/FYFFES	Research	Norway	Haakon Aasprong
OCAB	Trade association	Côte d'Ivoire	Philippe Mavel
OCAB	Trade association	Côte d'Ivoire	Rep. in Côte d'Ivoire
Pesticide Action NetworkRAP-AL/IRET	Research	Costa Rica	Fernando Ramirez Muñoz
Reybanpac	Private company	Ecuador	James Jensen
Savid Dominicana	Private company	Dominican Republic	Jetta Van den Berg
SEBA/ATC	Private company	Italy	Lorenzo Sevieri
SIPAE	CSO	Ecuador	Dario Cepeda Bastidas
SINTRAINAGRO	CSO	Colombia	Omar Casarrubias Barbas
SITAG	CSO	Peru	Juan Herrera Huanca
SITAG	CSO	Peru	Petronila Alicia Sandoval Sandoval
SITRABI	CSO	Guatemala	Noé Ramírez Portela
SITRABI	CSO	Guatemala	Selfa Sandoval Carranza
SITRAIBANA	CSO	Panama	Samuel Quintero Palacio
Social Accountability International	CSO	USA	Matt Fischer-Daly
Spolecnost pro Fair Trade	CSO	Czech Republic	Pavel Chmelar



Stockholm University	Research	Sweden	Michael Tedengren
Swedish Society for Nature Conservation/SNF	CSO	Sweden	Jan Wärbäck
TASTE	Private company/CSO	Netherlands	Luuk Boon
TESCO	Private company	UK	Will Stephens
UGPBAN	Trade association	France (Guadeloupe & Martinique)	Philippe Ruelle
Univ. of Rome Tor Vergata	Research	Italy	Leonardo Becchetti
Univ. of Rome Tor Vergata	Research	Italy	Marco Constantino
University of Zürich	Research	Switzerland	Camilo Lesmes
University of Zürich	Research	Switzerland	Dr. Glenda Garcia Santos
UAWU University and Allied Workers Union	CSO	Jamaica	Clifton Grant
UNSI TRAGUA	CSO	Guatemala	Leonel Pérez Lara
UGAP	CSO	Spain	Jorge Hernández Rodríguez
UROC AL	Small producer	Ecuador	Joaquin Francisco Vasquez Mateo
UROC AL	Small producer	Ecuador	Carolina Valarezo Macias
USLEAP	CSO	USA	Stephen Coats
VREL	Private company	Ghana	Alex Yeboah-Afari
Wageningen University	Research	Netherlands	Gert Kema
Wal-Mart	Private company	UK/USA	Chris McCann
WINFA	Small producer	St. Lucia	Merfyn Augustin
FACILITATOR	External support	Germany	Holger Nauheimer
FACILITATOR	External support	Germany	Juliane Neumann
FACILITATOR	External support	Spain	Paul Pilkauskas
FACILITATOR	Internal support	FAO	Gauri Salokhe
FACILITATOR	Internal support	FAO	Nadejda Loumbeva
FACILITATOR	Internal support	FAO	Florinda Magliulo
Secretary of the MSF Project	Internal support	FAO	Pascal Liu
Secretary of the MSF Project	Internal support	FAO	Víctor López Saavedra

Total participants table 1: 130 persons

Table 2: Governmental representatives

**** Important: This table contains ONLY the names of the participants from the governments that registered to the World Banana Forum. There might be more representatives from Governments that took part in the meeting without formal registration. If this is the case and you would like to notify it, please write an email to:**

msf-secretariat@fao.org **

COUNTRY	PARTICIPANT	TITLE
Cameroon	Moungui Médi	Alternate Perm. Rep. to FAO
Costa Rica	Jorge Revollo	Alternate Perm. Rep. to FAO
	Greta Predella	Assistant
Côte d'Ivoire	Balloy Lido	Permanent Representative to FAO
	Aboubakar Bakayoko	Alternate Perm. Rep. to FAO
Cyprus	Christina Pitta	Agricultural Attaché, Alternate Perm. Rep. to FAO
Dominican Republic	Virginia Serulle	Alternate Perm. Rep. to FAO
European Community	Maria Larrea Loriente	Alternate Permanent Representative of the Delegation of the European Commission to the Holy See, to the Order of Malta and to the UN Agencies in Rome
France	Anne Gautier	Ministère de l'alimentation, de l'agriculture et de la pêche



	Thomas Cougouille	Permanent Representation to FAO
	Selim Louafi	Permanent Representation to FAO
Germany	Christina Mannsky	Permanent Representation to FAO
Ghana	Adelaide Boateng-Siriboe	Minister Counsellor, Alternate Permanent Representative to FAO
Guatemala		
Haiti	Marie Laurence Durand	Embassy, First Secretary
Indonesia	Sri Kuntarsih	Secretary, Directorate General Hortikultura, Ministry of Agriculture
	Erizal Sodikin	Alternate Permanent Representative to FAO
	Dwi Iswari	Head of Plantation Division, M.Agr.
Islamic Republic of Iran	Seyed Morteza Zarei	Permanent Representative to FAO
Italy	Anna Fiore	Permanent Representative to FAO
Kuwait	Khaled Abdullah Al-Othman Al-Rashed	Permanent Representative to FAO
	Ali Al-Jemeiei	First Secretary, Perm. Rep. to FAO
	Faisal Al-Hasawi	First Secretary, Perm. Rep. to FAO
	Manar Sabah Al-Sabah	Attaché, Perm. Rep. to FAO
Madagascar		
Mozambique		
Netherlands		
Oman		
Philippines	E. Pagaran	Alternate Perm. Rep. to FAO
South Africa	Ms Kwena Komape	Agriculture Counsellor, Alternate Perm. Rep. to FAO
Somalia	Abshir Osman	Permanent Representative to FAO
	Awes Abukar	Alternate Perm. Rep. to FAO
Spain	Alberto López	Permanent Representative to FAO
Switzerland	Stephanie Cheesman	
Turkey	Fazil Dusuncen	Alternate Perm. Rep. to FAO
Uganda	Robert Sabiiti	Embassy, First Secretary
Zambia		
Zimbabwe	T. Nhekedza	Alternate Perm. Rep. to FAO

Total participants table 2: 32 persons (29 countries)

Number of estimated total participants to the World Banana Forum: 162 participants



Annex 3. List of Steering Committee members

- Apuzen, Koronado (*Farmcoop*)
- Augustin, Merfyn (*WINFA, Association of Caribbean Farmers*)
- Bakayoko, Aboubakar (*Permanent Representation of Côte d'Ivoire*)
- Bermudez, Gilbert (*COLSIBA*)
- Crisman, Eric (*Pacific Fruit/Bonita*)
- Coats, Stephen (*US LEAP*)
- Farquhar, Iain (*Banana Link*)
- Gautier, Anne (*Ministry of Agriculture France*)
- Jaksch, George (*Chiquita*)
- Liu, Pascal (*FAO*)
- Longley, Sue (*IUF-UITA-IUL*)
- López Saavedra, Víctor (*FAO*)
- McCann, Chris (*Wal-Mart*)
- MOUNGUI, Medi (*Permanent Representation of Cameroon*)
- Munguia, Iris (*COLSIBA*)
- Roehrs, Bernardo (*Agroamerica*)
- Sabiiti, Robert (*Permanent Representation of Uganda*)
- Smith, Alistair (*Euroban*)
- Stephens, Will (*Tesco*)
- Toapanta Vera, Jorge (*Asociación de Bananeros Orenses*)
- Tugwell, Jon (*Fyffes*)
- Valarezo, Carolina (*UROCAL*)
- Vega, Roberto (*Dole*)