

# SUSTAINABLE BANANA PERU-REPDOM



FAIRTRADE  
MAX HAVELAAR  
FRANCE

2020-2023

## CHALLENGES

In a context of high vulnerability to climate change and natural disasters, low productivity and small average plot sizes do not allow small producers of Fairtrade bananas to live with dignity.

## OBJECTIVES

- Strengthen the sustainable livelihoods of small-scale fair trade banana producers, their families and communities
- Improving the productivity and quality of Fairtrade bananas in a sustainable way in a context of climate change

## THEMES



Mitigation and adaptation to climate change



Training in agroecology + crop diversification



Improvement of socio-economic living conditions of producers and of their families

Countries:

**Peru / Dominican Republic**

Cooperatives concerned

**Peru (Chira Valley):** APBOSMAM, APOQ, BOSS, APPBOSA, CAPEBOSAN, CEPIBO,

**Dominican Republic**

AZUABANA, CASTALÑUELAS ASOANOR, ASOARAC, LAS MERCEDES, BANELINO, SANTA CRUZ,

Partners :

**Max Havelaar France, CLAC**

Duration of the project :

**2020-2023**

Amount of the project

**1 054 516 € (500 000 € AFD)**

## BENEFICIARIES

**1000 producers will directly benefit from the project**

- 60 producers and technicians participating in field schools
- 260 producers trained in agro-ecological practices through experience sharing
- 450 producers participating in the open days of the micro plants of biological inputs factory
- 24 producers involved in the demonstration plots with crop diversification + 195 producers visiting these plots
- 130 OPP employees trained in management, marketing and communications
- 30 women producers and 30 youth trained in leadership



**1,000 direct beneficiaries**

**15,000 people among 3,800 families will indirectly benefit from the improved productivity of the plots and the increased living standards of small fair-trade banana producers**

*This project is co-financed by the French Development Agency*



# ACTIVITIES

## Sustainable Productivity Improvement

- 13 **soil diagnostics**, creation and implementation of **management plans** and **field schools**.
- **Replicas** of school fields and **experience sharing**
- Creation of **funds** to finance bio-input **micro-plants**
- Realization of a study on **agricultural diversification** with banana cultivation + creation of **demonstration plots**
- Organization of 3 **visits to the demonstration plots** per country

## Improving management and marketing skills; strengthening the inclusion of women and young people

- Elaboration of a **diagnosis of the PPOs** and a plan for **strengthening their capacities** in entrepreneurship, marketing and communication.
- **Implementation** of the PPO capacity building plan and **support for the** creation of **communication tools**
- Facilitation of the **participation of PPOs in international holidays and trade fairs**
- Organization of 2 **leadership schools** for women and youth



# EXPECTED RESULTS

- Producers have implemented **soil fertility management** practices
- Increased use of **organic fertilizers and biopesticides**
- Farmers have **diversified their production**
- Cooperatives have strengthened their skills and capacities in management and governance
- At least 60% of the women and youth involved in the project see their **leadership** capacities in their cooperatives improved.
- PPOs consider that they are better able to respond to market and buyer demands.

## This project meets 8 of the objectives of Sustainable Development



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