



Global Farmers Market

# Changing the rules

*We want more sustainability, more fairness and more quality at affordable prices.*

*To achieve this, we're changing the rules.*

*We do business differently, our customers shop differently.*

## WE YOU

We only harvest and ship our organic fruit once it's ready to be harvested.

The only thing that matters to us is the taste. We don't care about meaningless standards like size and colour.



*You place your order in advance and wait for harvest time.*

*This way you receive ripe, flavourful produce.*

*No storage, no food waste.*



We sell the fruit in bulk packages, directly from the country of origin.

This reduces waste, carbon emissions and costs.

*You buy in bulk and share your order with others.*

We invest in risky markets and create jobs by processing our products locally.



*You too can invest in gebana. It may be high risk, but your money will go towards building a sustainable economy.*

We share our revenue with our family farmers, and we share our profits with our customers, investors and employees.

*You are a part of this system. And it is your commitment that makes it possible.*



We want to keep improving our social and environmental footprint. To achieve this, we take a holistic approach to sustainability, an approach that goes beyond simply meeting standards. This requires discernment, courage and long-term commitment. Both from you as our customer and from us as a company.



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# We are gebana

## gebana model

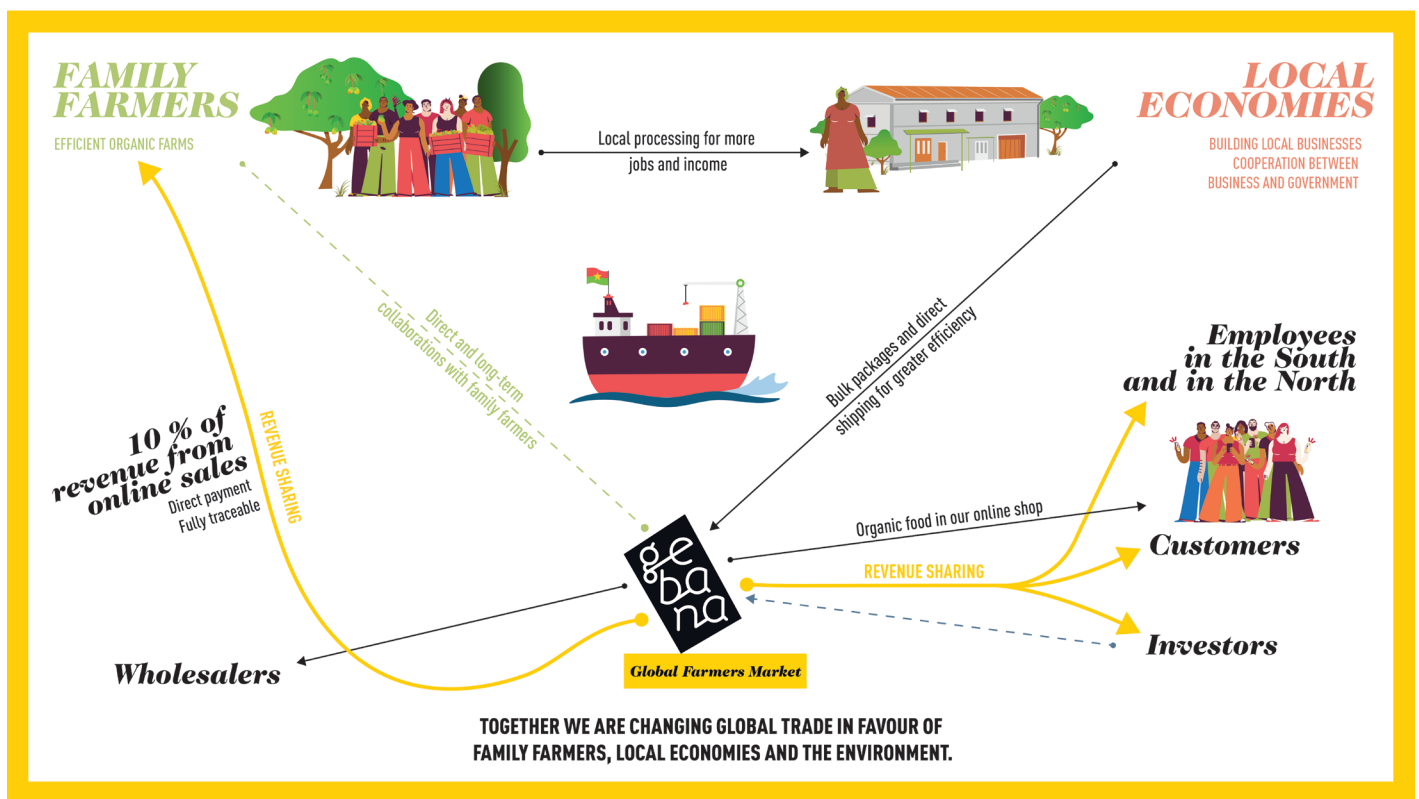
The family farmers that produce our food invariably earn too little. For this reason, we give the families from whom we buy directly a 10 per cent share of the revenue we generate through sales. This money is paid on top of the purchase price and is guaranteed, i.e. our family farmers always receive this payment, even if gebana makes a loss.

## WE DON'T GIVE UP, EVEN WHEN THINGS GET TOUGH

gebana is a fair-trade pioneer in Switzerland. What started with the Banana Women in the 1970s is now a company with 781 employees worldwide. 96 per cent of these employees work in developing countries. They all share the vision of fairer, more sustainable global trade.

## Seasonal produce

During summer and autumn, when regional produce is in season, we primarily offer European products and import only a few specialities. In winter and spring, on the other hand, we source fruit from countries where it is in season. Even though the produce has to travel a far distance, this is often more practical than buying frozen products or using heated greenhouses.



## Burkina Faso

We have been active in Burkina Faso since 2006, processing cashews and mangos produced by 3801 family farmers. All processing takes place locally at our factory in Bobo-Dioulasso. The factory employs around 700 people who, in addition to being paid a fair wage, also receive health and personal injury insurance. There is also an in-house childcare facility. Construction on our new factory will begin in the second half of 2022. Once completed, this new factory will create 1000 additional jobs.

## Togo

Togo is located in the middle of the West African cocoa belt, a region dominated by countries such as Côte d'Ivoire, Ghana and Nigeria. Togo is not a major player. There is little infrastructure and cocoa production is not well developed. It consists of small family farmers, each one cultivating cocoa on around 1 hectare of land and processing it outdoors. Alongside cocoa and pineapple, soy is another important product for gebana Togo. All in all, we buy goods from a total of 5827 family farmers and deliver their products throughout Europe.

## Greece

In Greece we work with 70 family farmers who supply us with fresh citrus fruits and numerous other regional products. Our partner Anyfion, a company in which we hold a 20 per cent stake, handles the exports. Our family farmers in Greece have been benefiting from the gebana model since 2020.

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