



*Global Farmers Market*

**WE ARE  
CHANGING  
THE RULES**

*Sustainability Report 2021*

“ THERE IS NO  
SUCH THING AS  
A FAIR PRODUCT ...

... FAIR TRADE IS A  
PROCESS.”

*Ursula Brunner*

gebana

gebana Sustainability Report 2021

July 2022  
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# GEBANA GROUP

## MORE PREMIUMS FOR FARMERS AND A FEW ROADBLOCKS ON THE WAY TO A NEW FACTORY IN BURKINA FASO.

2021 was an eventful year with ups and downs. For gebana, especially with highs.

Because of these highs, gebana almost doubled the sum of premiums paid to farmers including FLO, the gebana model and others, reaching a total of 1'326'983 Euros (FLO premiums paid via external partners not included). This increase is partly due to the expansion of our gebana model for a more sustainable trade. Farmers connected to the model received more than ever before.

The gebana model includes a detailed analysis of sustainability gaps, allowing us to identify of several projects to address the most pressing issues. As a part of that, we directly share 10 % of the turnover generated through our online shop with the farmers.

Meanwhile, our plans for the all-new processing plant for cashews and dried mango in Burkina Faso are becoming more concrete. Financing as well as the land are secured. Construction is planned for late 2022, with production set to begin in spring 2023.

With the new factory, we expect a yearly production capacity of each 1500 metric tonnes of cashews and dried mango. The factory will employ around 1700 people which means 1000 new jobs for Burkina Faso.

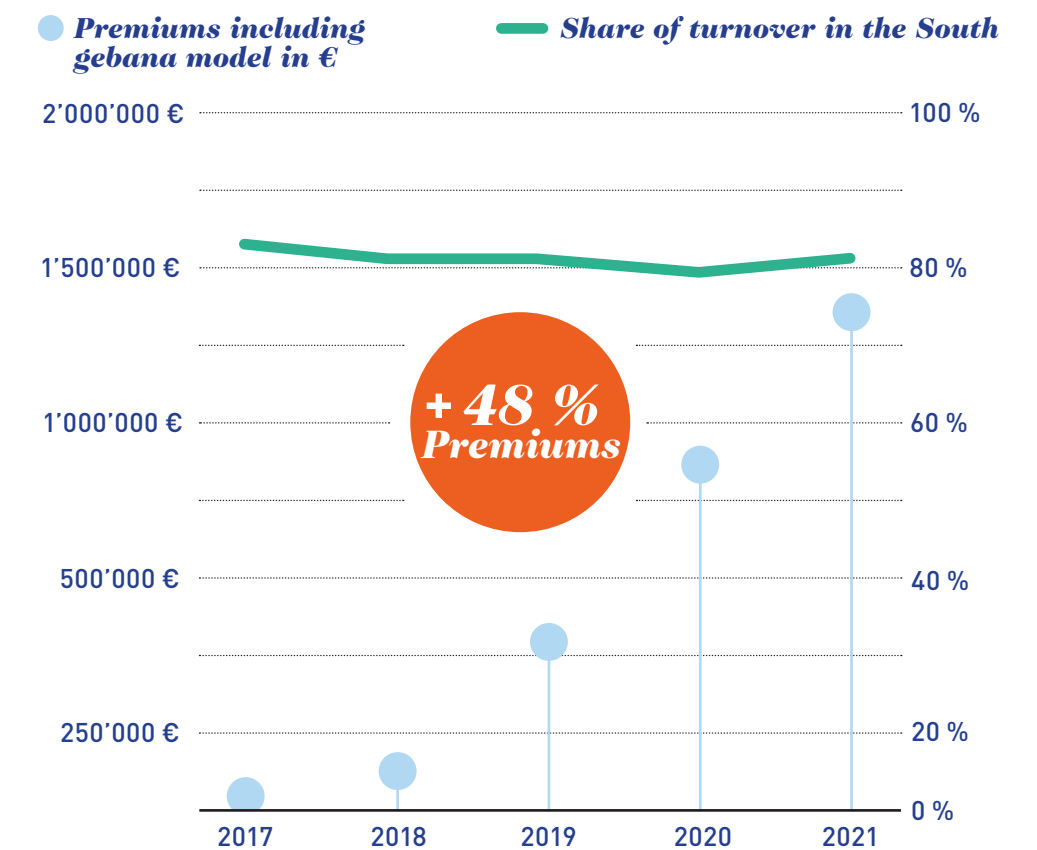
The following graphs offer some insight into the gebana group's progress towards a more social and ecological development.

**57 % of gebana's assets were invested in Burkina Faso, Togo and Brazil at the end of 2021.**



## Revenue Sharing and Premiums

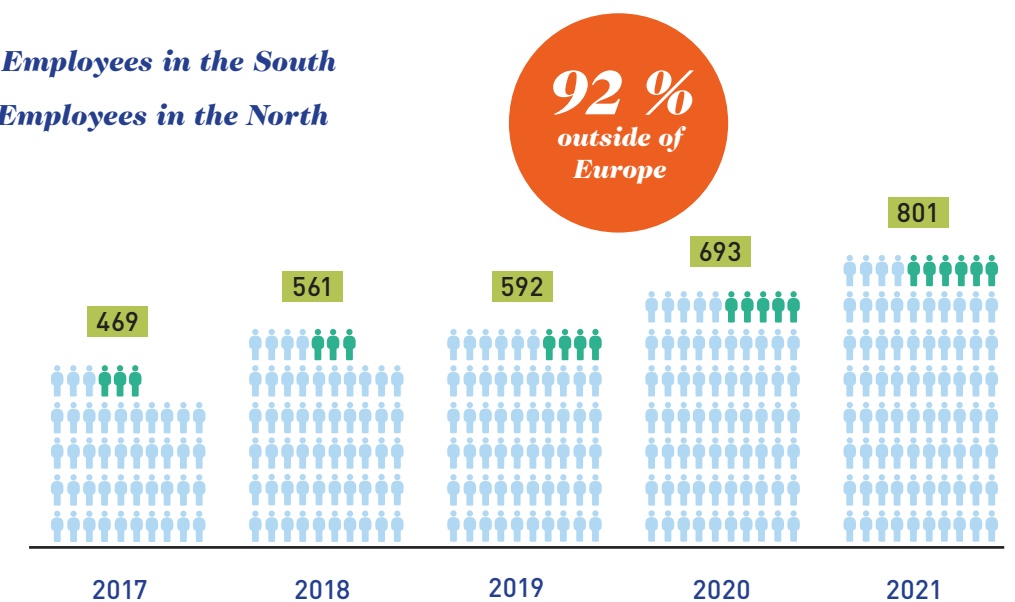
At 83 %, the total share of our sales that remained in the South grew by 5 percentage points compared to last year. The sum of premiums including gebana model grew by 48 % and totalled 1'326'983 Euros.



THE SHARE OF TURNOVER IN THE SOUTH IS THE SHARE OF GEBANA'S TOTAL SALES THAT GOES TO THE PRODUCING COUNTRIES. PREMIUMS ARE PAYMENTS IN ADDITION TO THE ORGANIC AND FAIR TRADE PRICE PAID BY GEBANA. THIS INCLUDES A SHARE OF SALES THROUGH THE GEBANA ONLINE SHOP.

## Jobs gebana Group

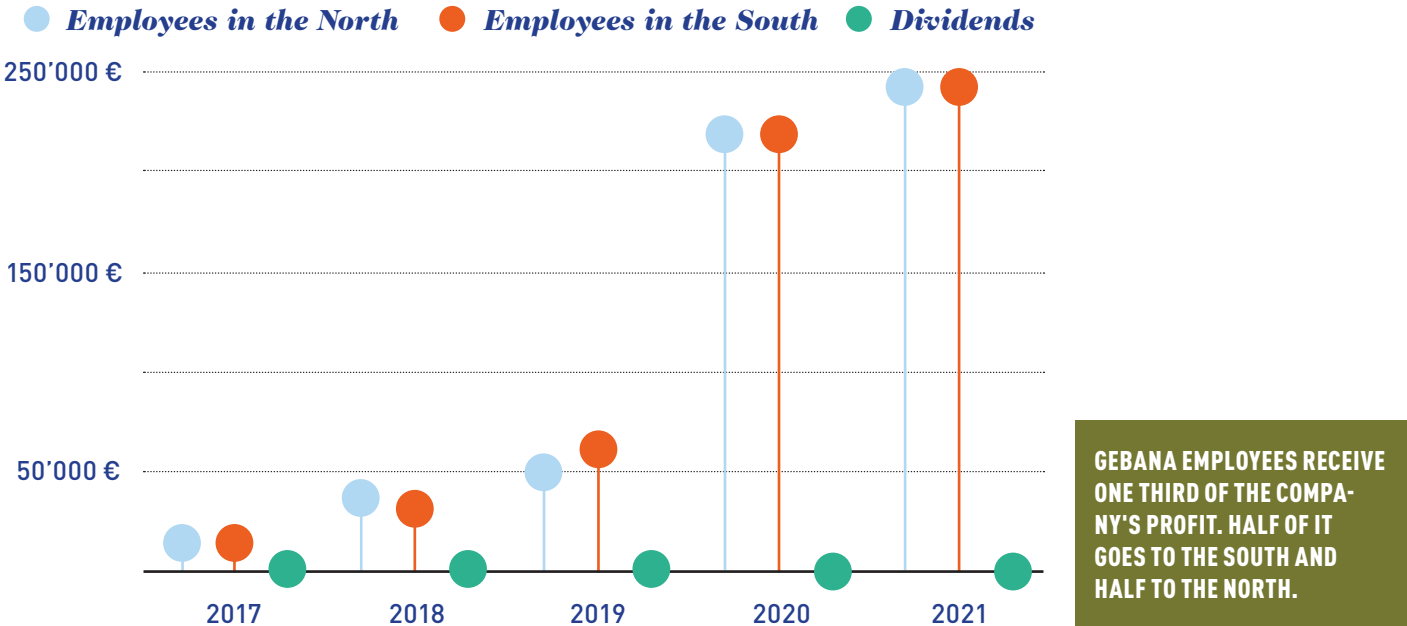
Employees in the South  
 Employees in the North



IN 2021, WE CREATED 108 JOBS. 92 % OF GEBANA EMPLOYEES WORK OUTSIDE OF EUROPE.

# Sharing Profit

For employees in western Africa, 2021 profits meant two to three additional monthly wages.

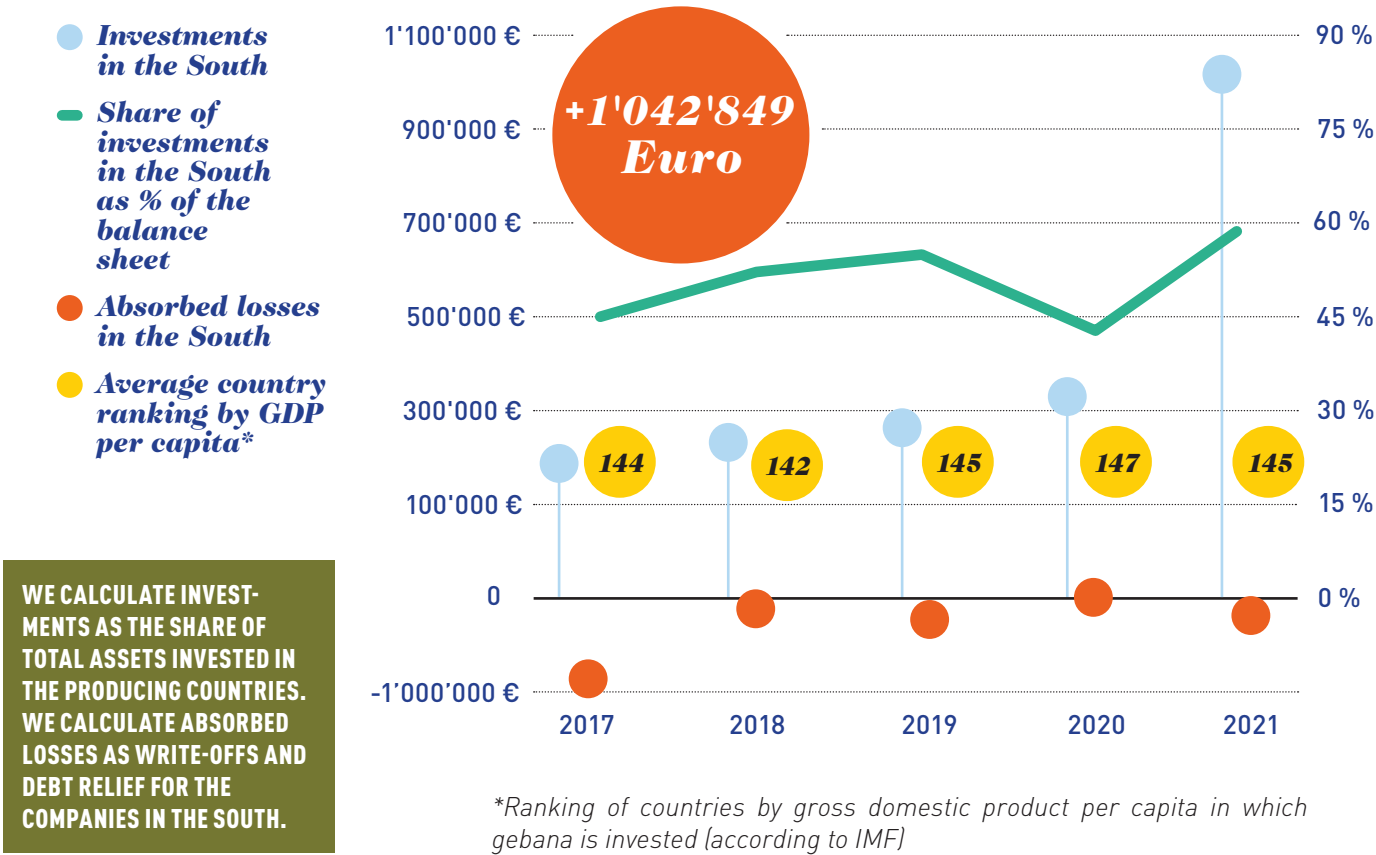


## We share our profits with all employees

Worldwide, almost 800 gebana employees work every day to make global trade fairer and more sustainable. They make a significant contribution to the success of the gebana system, so they receive a third of the profits. Half goes to the employees in the North, and half to those in the global South.

# Investments and Risks in the South

57 % of our assets work in the South. In 2021, we invested more than 1 million euros in the south, primarily in Burkina Faso.





# SUPPLIERS

## GEBANA SUPPLIERS FOCUS THEIR EFFORTS ON IMPROVING WORKERS' WAGES AND FARMERS' YIELDS.



In 2021, **gebana Brazil** continued its work on the technical aspects of crop management. Together with local universities, gebana Brazil is engaged in multiple research and training activities for being able to better convincing producers that organic agriculture in Brazil is a viable and better alternative.

Last year, the **gebana Burkina Faso** increased salaries and supported further cooperatives on their way to the Fair trade certification. The field agents continued with their efforts on technical training of farmers, and we were able to distribute 300'000 EUR among 3151 farmers on top of the FLO premiums. This payment was part of our gebana model which we first introduced in 2019.

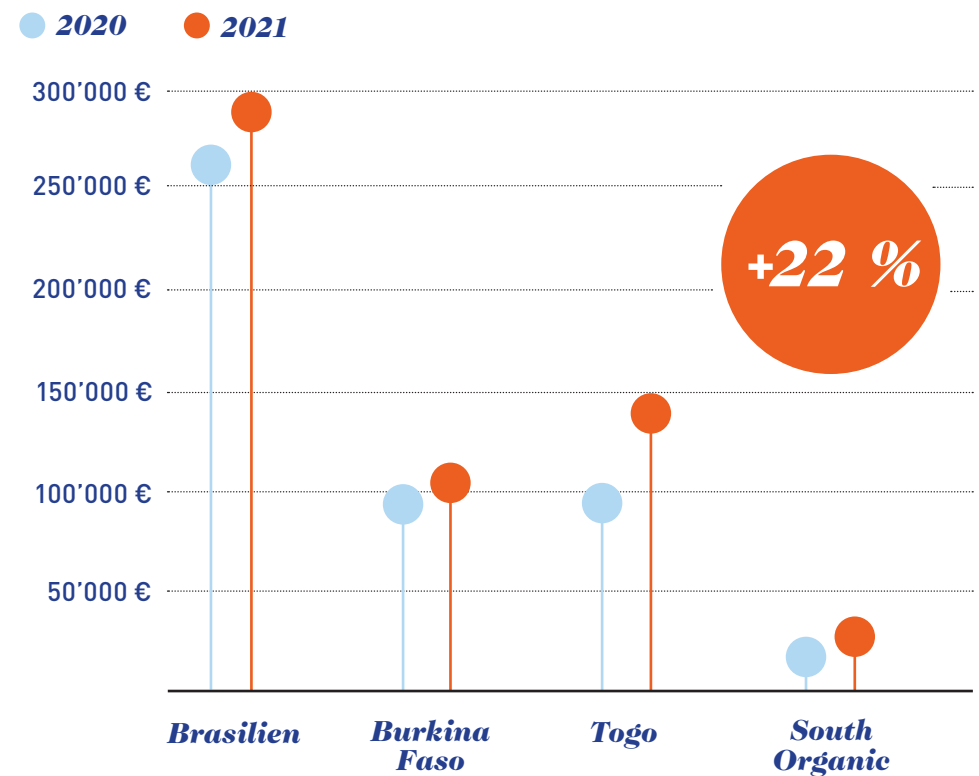
**gebana Togo** created demo plots on dynamic agroforestry in several villages and organized many farmer trainings. We distributed cocoa seedlings and small equipment to support our producers. On top of the FLO premiums, we distributed 48'245 Euros among the 587 farmers. This distribution as part of the gebana model was made in spring 2022 and 89 per cent of the payments were made by mobile transactions.

**South Organic in Tunisia**, our main supplier for dates, provided on-going training and support to 200 date farmers, supplied them with compost, date nets and organic treatments and trained them on water management, furthermore they achieved GLOBALGAP certification, on top of the existing certifications.

The following pages offer insight into the development of the gebana companies as well as our most important supplier, South Organic.

# Research and Consulting Expenses

In 2021, we invested more in working with family farmers and developing better farming practices than ever before. Total investments grew by 22 per cent compared to the previous year.



In **Brazil**, 180 farmers participated in 15 training courses organized and held by gebana Brasil. The topics covered were diversification and organic technologies such as for mechanical weeding and direct seeding, organic research and cooperation with local universities.

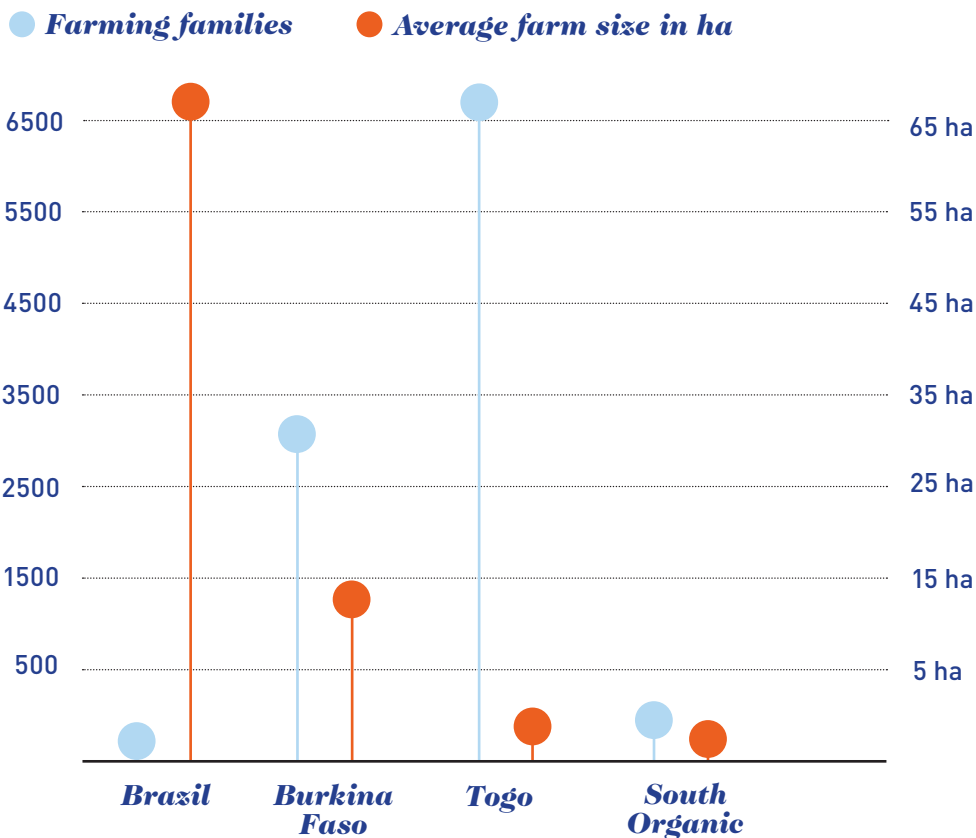
The team at gebana **Burkina Faso** organized a total of 66 training sessions. 1980 farmers participated in these sessions. The main topics were best practices in organic farming as well as tree nurseries, grafting and general care of the trees and production of organic pesticides and fertilizer.

In **Togo**, 10'040 farmers participated in 416 training sessions which covered topics such as best practices in organic farming, application of organic plant protection products, rejuvenation of cocoa trees and shade tree planting (young plants have been distributed to the farmers), as well as introduction of dynamic agroforestry concepts.

Our partner in **Tunisia** held 4 training courses which also covered topics like best practices in organic farming, hygienic training, food security, and harvest techniques. In total, 240 farmers participated in these training courses.

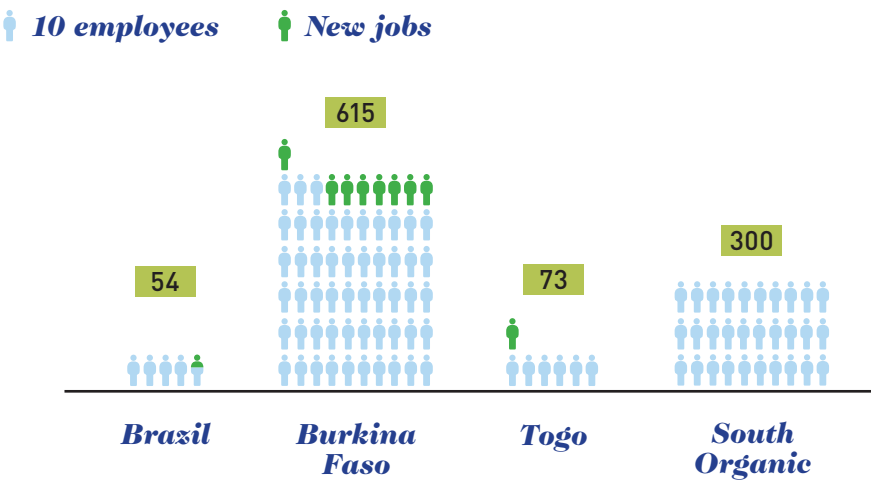
# Family Farmers and Farm Size

In West Africa, we are working directly with more and more farming families. In 2021, more families joined, especially in Togo.



# Jobs per Supplier

WE CALCULATE THE NUMBER OF JOBS AS AN ANNUAL AVERAGE.



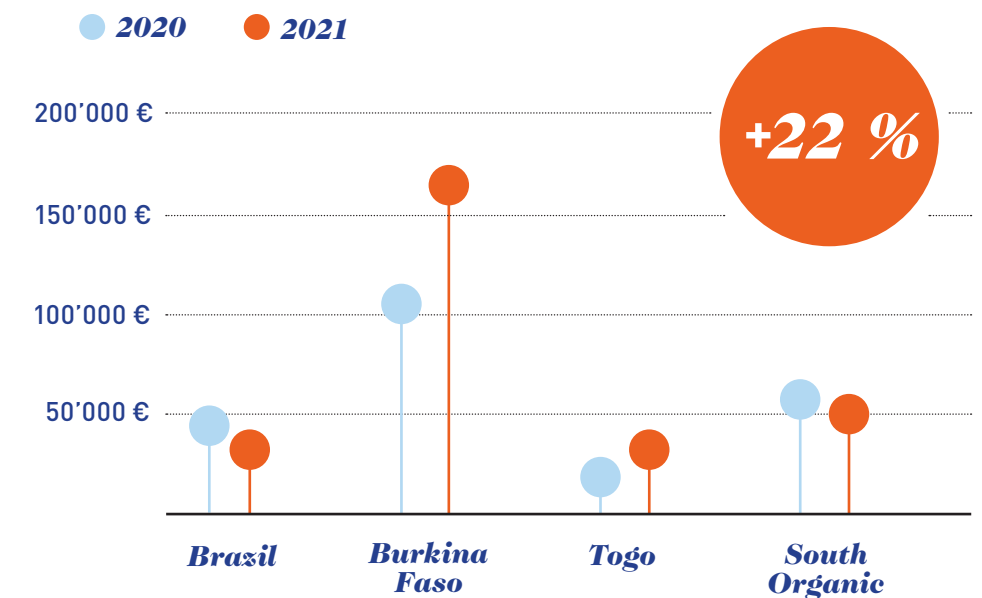


***With the demand for mangoes, the purchase prices also increased - which is good for the farming families.***



## Premiums per Supplier

2021 premiums paid by our most important suppliers totalled 281'231 Euros, an increase of 22 % compared to last year. Additional payments as part of the gebana model totalled 348'245 Euros.



The FLO premiums paid by **gebana Brasil** totalled 29'023 Euros and were used for administrative maintenance of the association, payment of the annual Flocert fee, purchasing of equipment, goods and construction materials, maintenance of soil fertility with the purchase of fertilizers, machine hours for removing stones and controlling erosion.

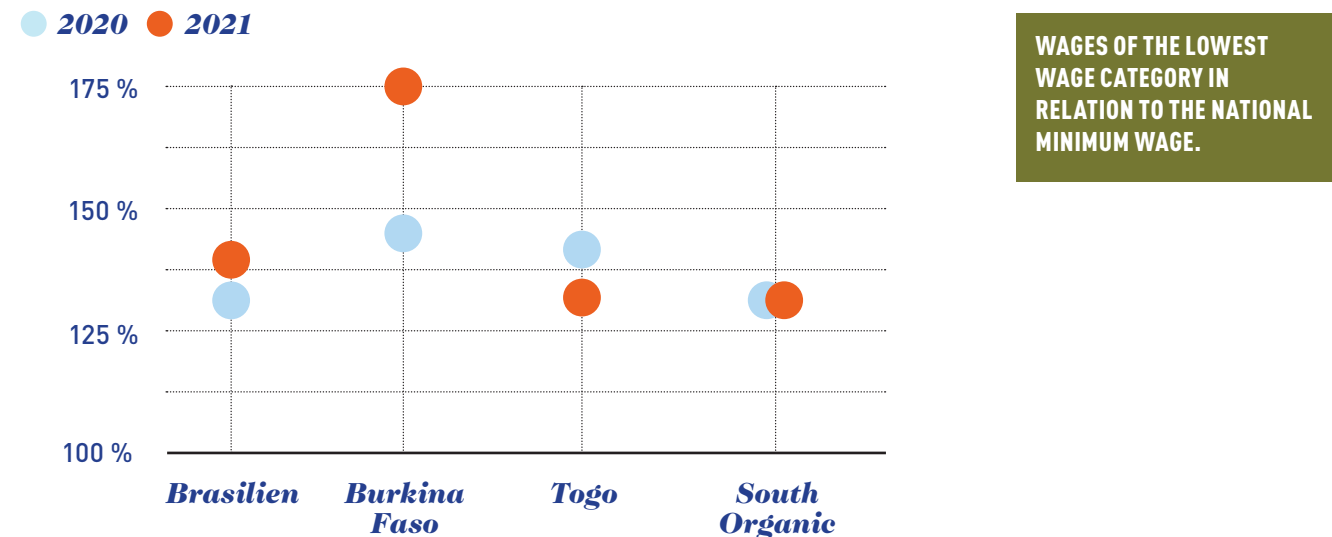
In **Burkina Faso**, FLO premiums reached 168'133 Euros and financed land for a new processing unit, construction of multiple warehouses, and fences. One cooperative bought a new motorcycle, another supported internally displaced persons. Additionally, 3151 farming families received 300'000 Euros as part of the gebana model.

In **Togo**, FLO Premiums with a total of 31'873 Euros went to planting materials and small equipment, plant nurseries and covered some of the administrative costs of the cooperatives. Additionally, 587 farming families received 48'245 Euros as part of the gebana model.

The premiums in **Tunisia** totalled 52'202 Euros and went to soil work, treatment, purchase and treatment with organic pesticides, purchase of mosquito nets and covered part of the purchase of supplies for farmers during covid-19.

## Wages and Working Conditions

In 2021, almost all gebana companies managed to increase the wages of the lowest income category. gebana Togo fell a little behind but remained well above the national minimum wage. South Organic stagnated at about 130 % of the national minimum wage.



**gebana Brasil** provided its workers with personal protective equipment, alcoholic gel for cleaning and invested in automation of machines and office equipment. gebana Brasil also offers breakfast to all employees.

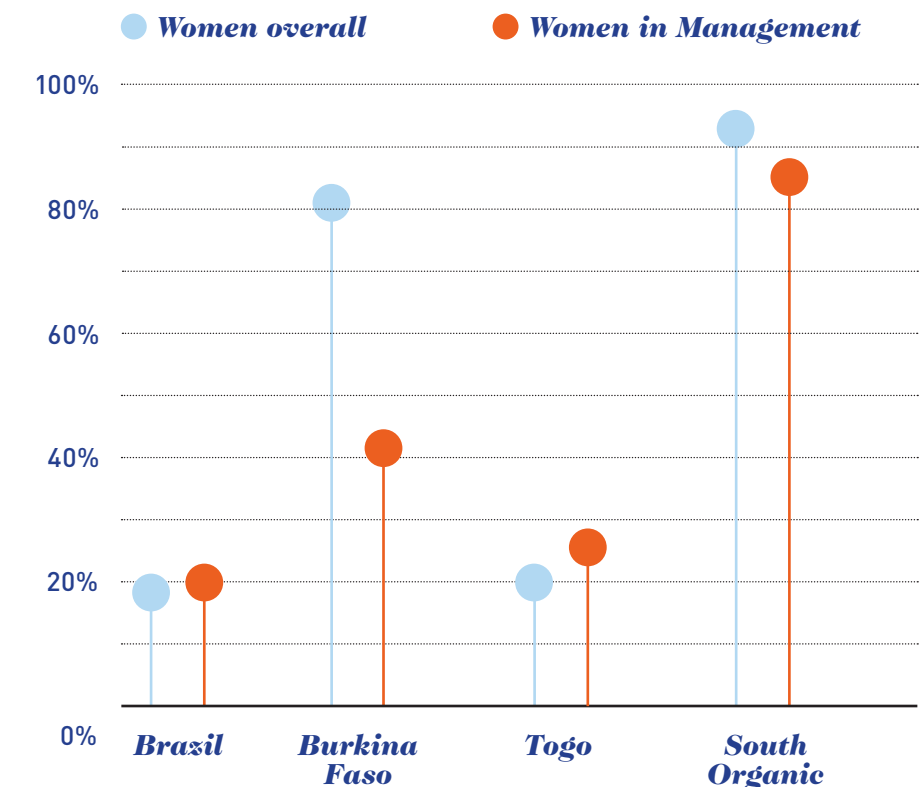
In **Burkina Faso**, we reviewed the statutes and the internal guidelines. The main changes were an updated salary table with increased salaries mostly for the middle-management and a paternity leave of 5 days. These changes have been in effect since January 2022. We also created a new Department, QHSE and HR, which allows to reinforce Quality, Health, Social and Environmental aspects on the whole supply chain.

In **Togo**, last year's improvements of the working conditions again centred on the increase of wages. In addition, gebana Togo offered financial support for daily workers during the Covid-19 pandemic.

**South Organic** concentrated on improving the safety conditions at their facility and increasing the wages as well as improving the competence of their employees through trainings.

## Jobs by Gender

Worldwide, there are significantly more women working for gebana than men. Still, in most cases they are underrepresented in management.







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[www.gebana.com](http://www.gebana.com)