



*Global Farmers Market*

**WE ARE  
CHANGING  
THE RULES**

*Sustainability Report 2020*

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

... FAIR TRADE IS A  
PROCESS.”

*Ursula Brunner*

gebana

*gebana Sustainability Report 2020*

August 2021

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# GEBANA GROUP

## COVID-19 PUT A STRAIN ON EVERYONE. STILL, GEBANA SAW GROWTH AND FARMERS MADE A PROFIT.

More demand, increased revenue and more employees than ever before. 2020 was an exceptional year for gebana, which grew more than ever before.

As a consequence of that growth, gebana more than doubled the sum of premiums paid to farmers including FLO, the gebana model and others, reaching a total of almost 900,000 Euros.

We expanded our gebana model for a more sustainable trade to our subsidiary in Togo. The model includes a detailed analysis of sustainability gaps, allowing us to identify a number of 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.

In 2020 we also paved the way for our future growth by starting to plan an all-new processing plant for cashews and dried mango in Burkina Faso. Our plans include employing around 1700 people, which means 1000 new jobs. With the new factory, we expect a yearly production capacity of each 1500 metric tonnes of cashews and dried mango respectively.


The construction of the factory is planned for January 2022, with production set to begin in summer 2022.

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

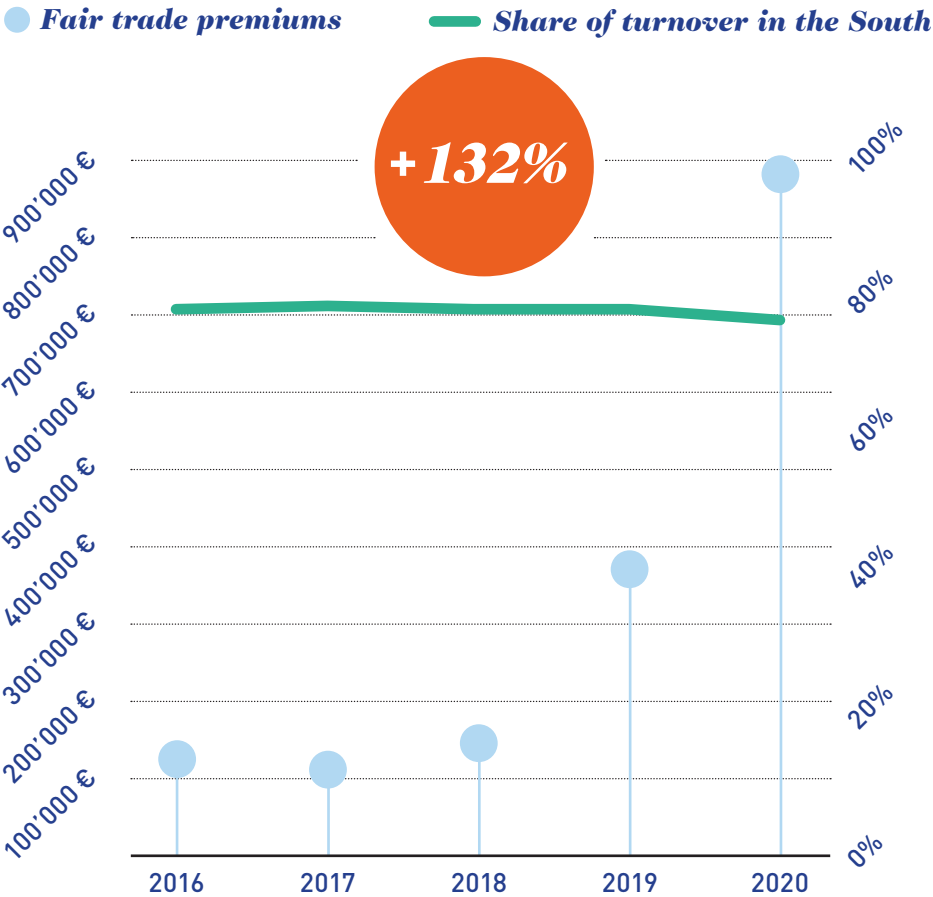




## Revenue Sharing and Premiums

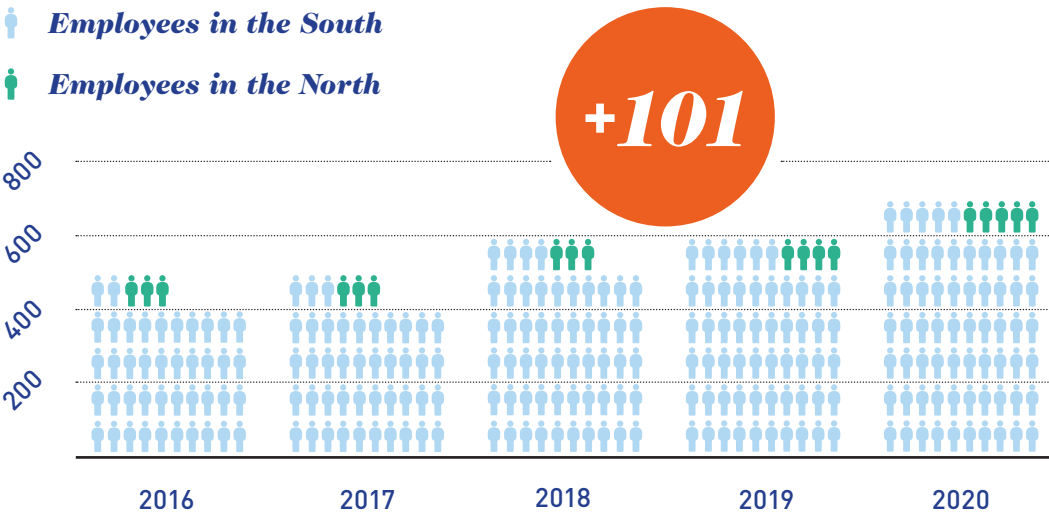
At 78 %, the total share of our sales that remained in the South was slightly lower than in 2019. The reason for this decline was a Covid-19 aid campaign for Swiss farmers. We helped them sell their products through our online shop. 

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 SALES THROUGH THE GEBANA ONLINE SHOP.



## Jobs gebana Group

WE CALCULATE THE NUMBER OF JOBS AS AN ANNUAL AVERAGE.



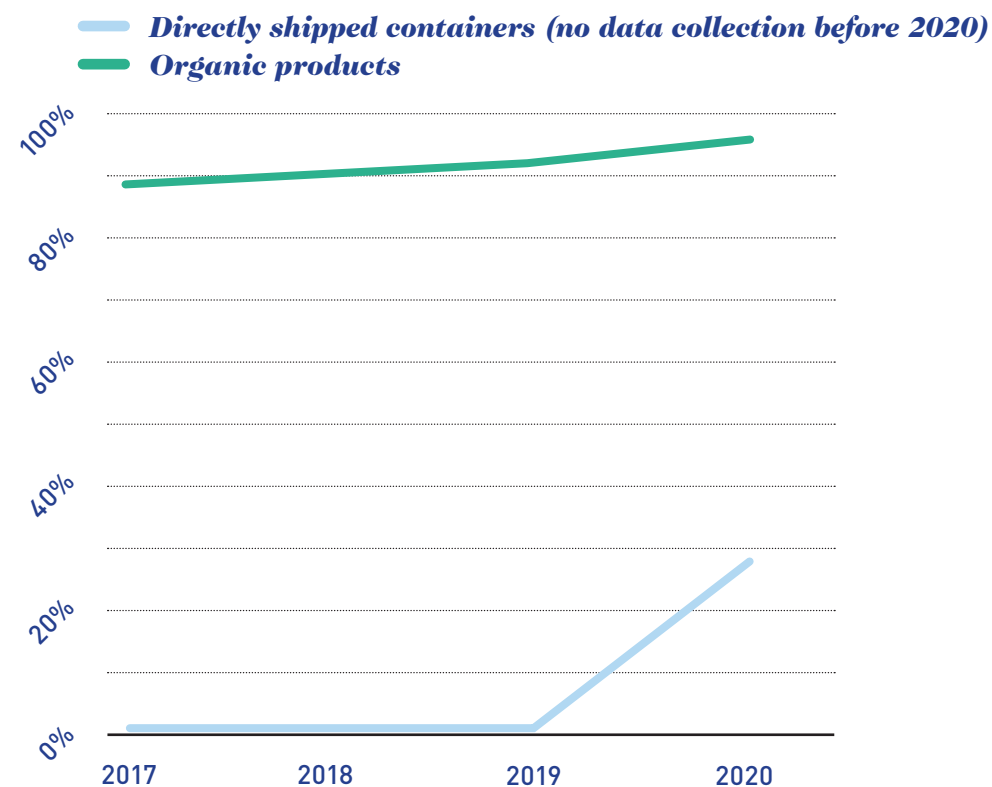
TRAORE OVO SETOU

FARMER IN BURKINA FASO



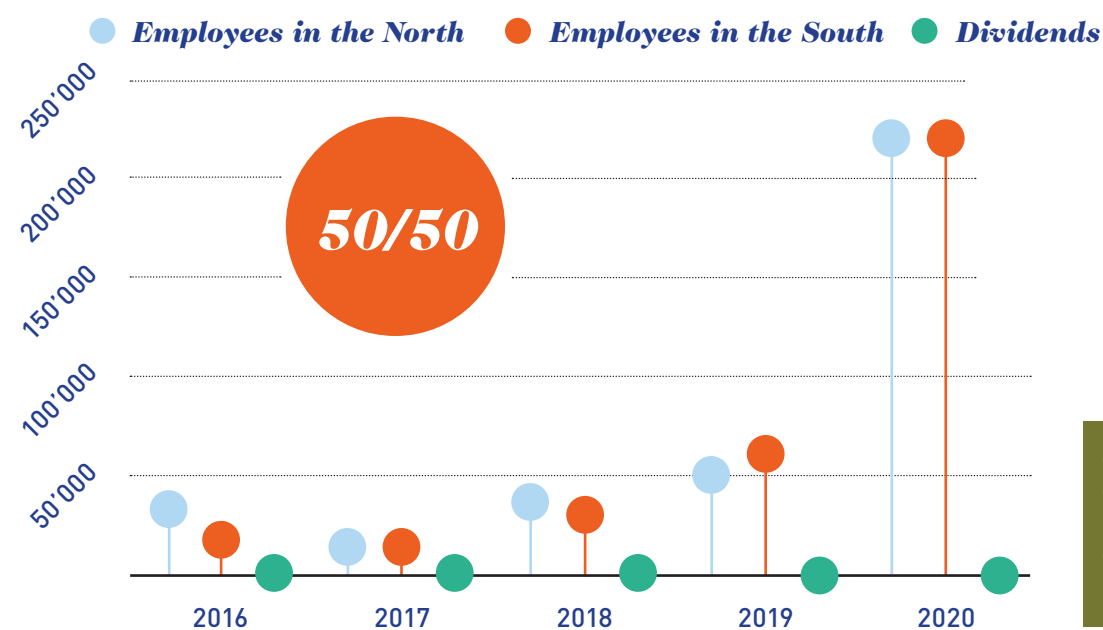
## Sustainability Range

In 2020, we started tracking how many containers we ship directly to our wholesale customers. In addition, we once again got closer to becoming an organic only company.



## Sharing Profit

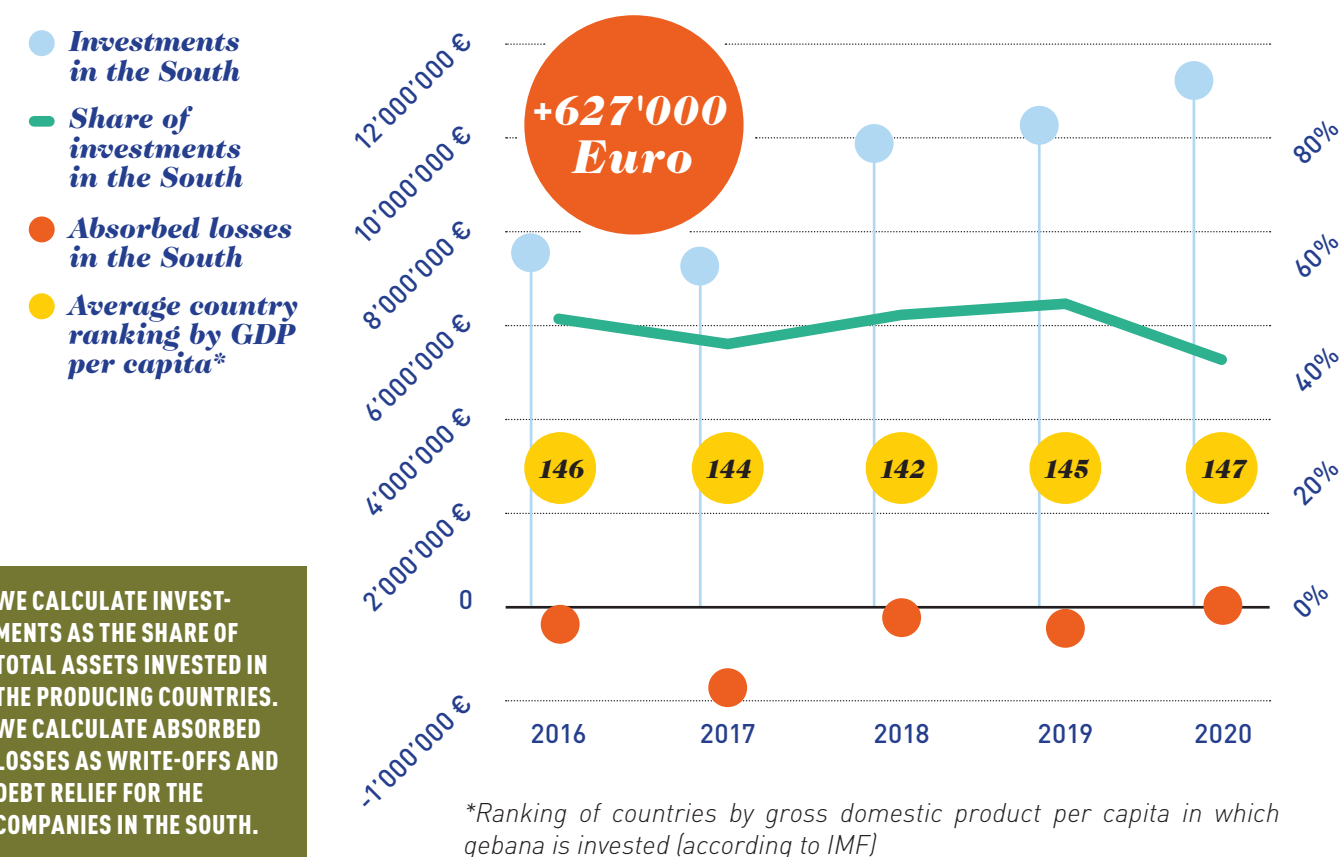
For employees in western Africa, 2020 profits meant two to three additional monthly wages.



GEBANA EMPLOYEES RECEIVE ONE THIRD OF THE COMPANY'S PROFIT. HALF OF IT GOES TO THE SOUTH AND HALF TO THE NORTH.

## Investments and Risks in the South

In 2020, we invested 627,000 euros in Brazil, Burkina Faso and Togo. Of this amount, around 438,000 euros went to buildings, machines and vehicles.





# SUPPLIERS

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



In 2020, **gebana Brasil** worked hard on the technical aspects of crop management. The goal was and still is to enable producers to get higher yields while reducing the costs of production. gebana Brasil also provided guidance on the importance of environmental preservation.

Last year, the **gebana Burkina Faso** team concentrated their efforts on technical training of farmers to help them add new income streams. This will boost local development and improve livelihoods. Almost all farmers currently on the company's organic certificate profited from the gebana impact model.

Farmers working with **gebana Togo** took part in multiple training courses and received support in getting credits from financial institutions.

**South Organic in Tunisia**, our main supplier for dates, provided ongoing training and support to 200 date farmers, supplied them with compost, date nets and organic treatments and trained them on water management.

The following pages offer insight into the improvement and development of the gebana companies in Brazil, Burkina Faso and Togo as well as our most important supplier, South Organic in Tunisia.

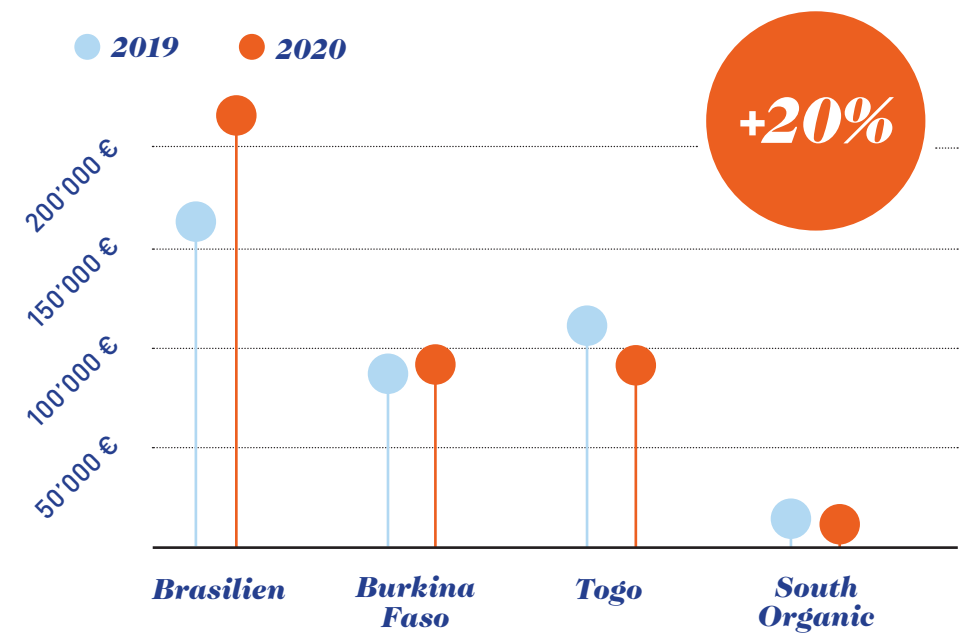
**TRAORE FATOGOMA**

FARMER IN BURKINA FASO



# Research and Consulting Expenses

In 2020, we invested more in working with family farmers and developing better farming practices than ever before. We have been focusing on agroforestry in West Africa since the beginning of 2021.



In **Brazil**, 600 farmers participated in 20 training courses organized and held by gebana Brasil. The topics covered in these trainings were diversification and organic technologies, organic research and cooperation with local universities.

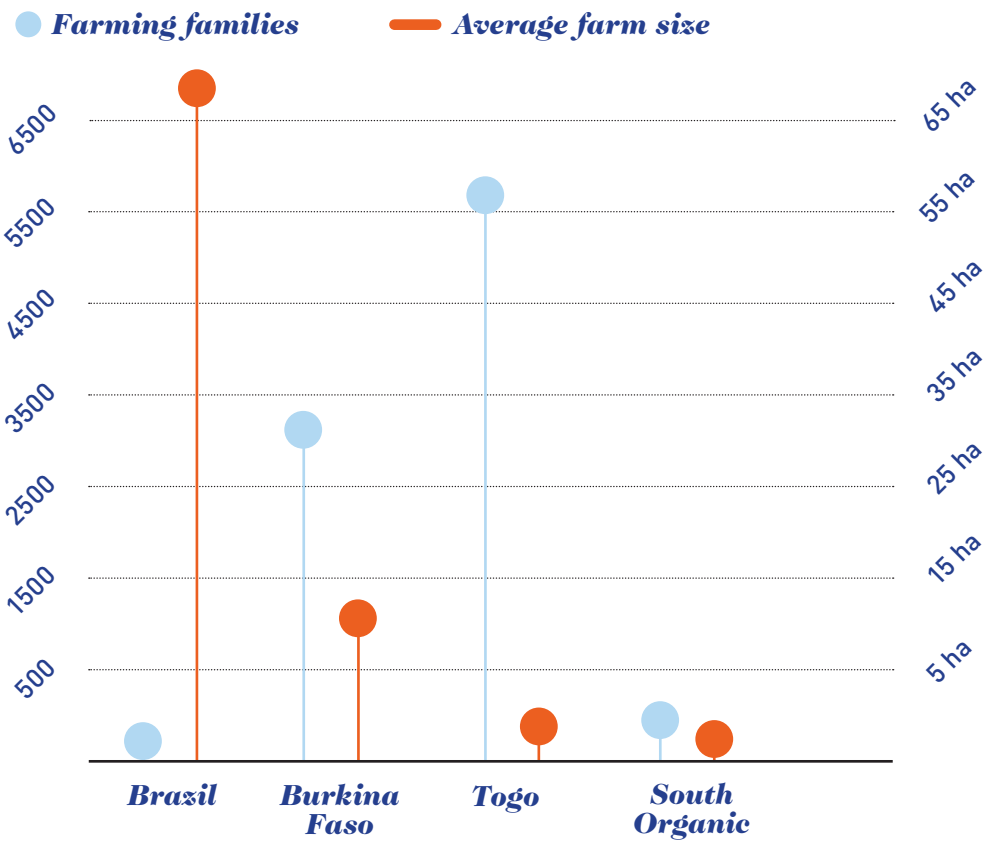
The team at gebana **Burkina Faso** organized a total of 60 training sessions. 2160 farmers participated in these sessions. The main topics were best practices in organic farming as well as organic cultivation techniques including tree nursery and fertilizer production.

In **Togo**, 4410 farmers participated in 126 training sessions which covered topics such as best practices in organic farming, rejuvenation of cocoa trees and shade tree planting.

Our partner in **Tunisia** held 3 training courses which also covered topics like best practices in organic farming, modern cultivation methods and organic treatment and water management. In total, 150 farmers participated in these training courses.

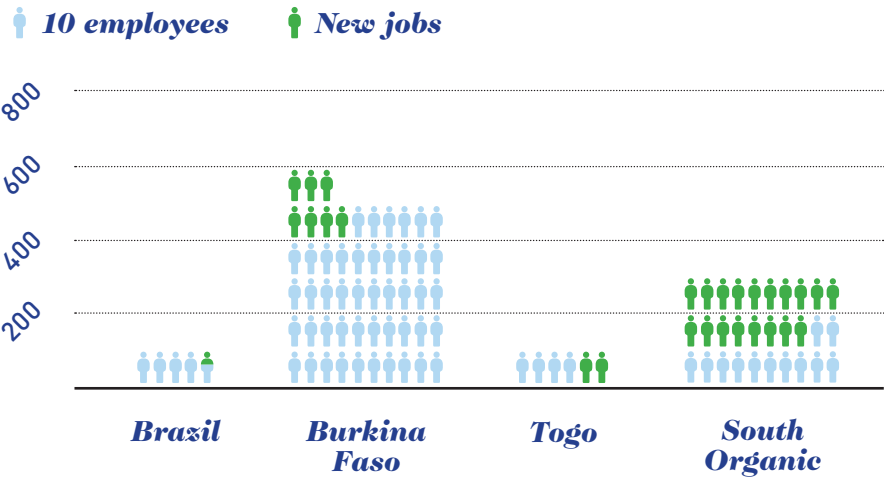
# Family Farmers and Farm Size

In West Africa, we are working directly with more and more farming families. After a dip in 2019, their numbers rose again.



# Jobs per Supplier

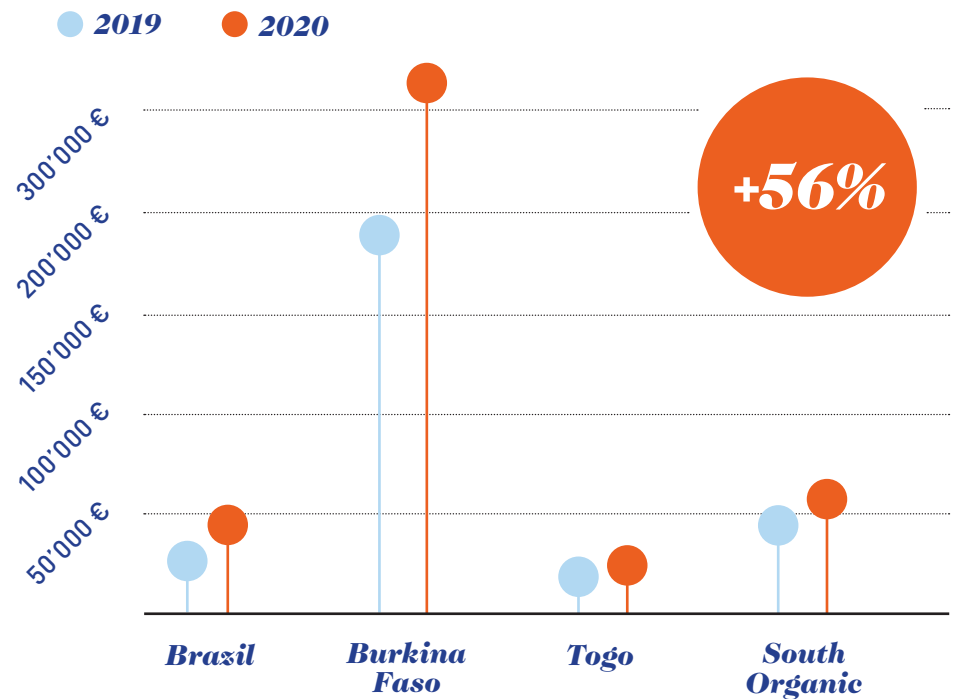
WE CALCULATE THE NUMBER OF JOBS AS AN ANNUAL AVERAGE.





## Premiums per Supplier

2020 premiums paid by our suppliers totalled 434,185 Euros, an increase of 56 % compared to last year.



The FLO premiums paid by **gebana Brasil** totalled 40,091 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 totalled 108,435 Euros and financed repairs of a main road and a water pump, the construction of a warehouse, maintenance of mango and cashew fields and materials for fences. The premiums were also used to replenish the community health fund for members and families. Additionally, 2667 farming families received 210,977 Euros as part of the gebana model.

In **Togo**, FLO Premiums with a total of 24,871 Euros went to planting materials, organic pesticides and covered some of the administrative costs of the cooperatives. Additionally, 498 farming families received 52,910 Euros as part of the gebana model. This premium was only paid in early 2020 and therefore does not show up in the graph above.

The premiums in **Tunisia** 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.

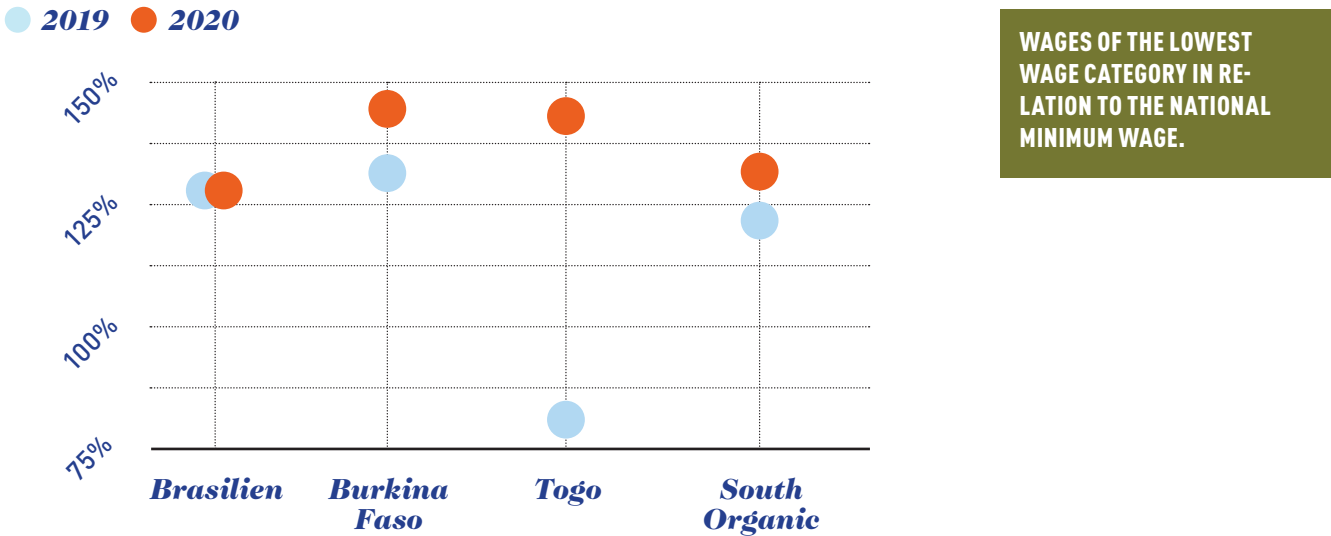
ADJEWODA EPE

FARMER IN TOGO



# Wages and Working Conditions

In 2020, almost all gebana companies as well as South Organic managed to increase the wages of the lowest income category. gebana Togo finally raised the lowest wages above the national minimum wage.



At **gebana Brasil**, the company financed specializations and courses for employees and paid 50 % of health insurance costs. Automation of machines helped to improve the working conditions in production.

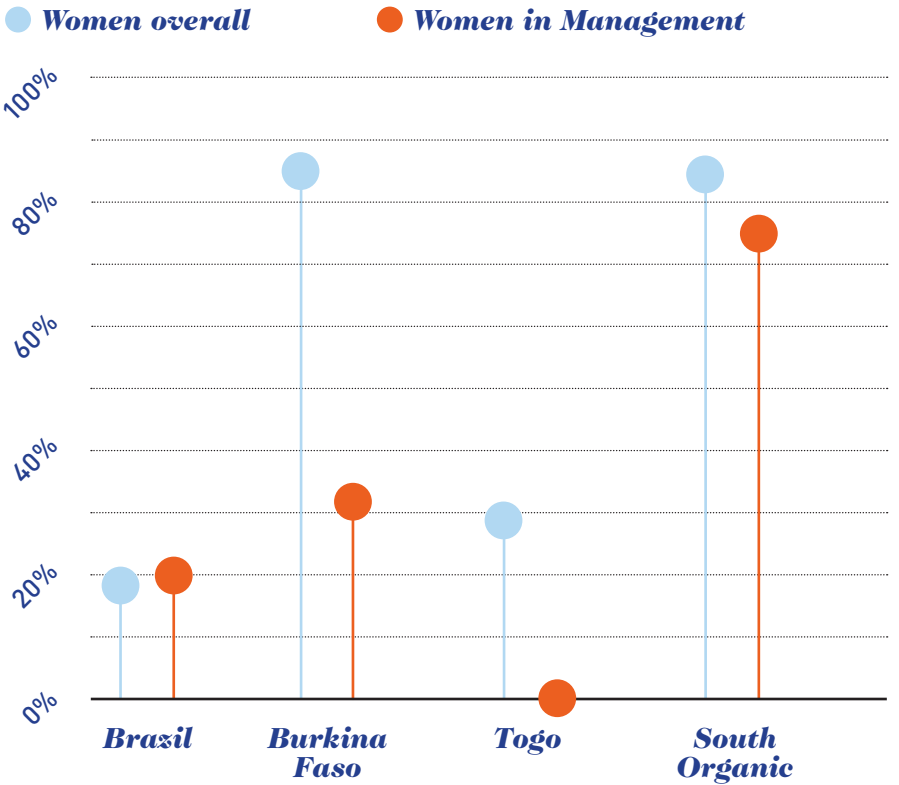
In **Burkina Faso**, we implemented a company-wide accident insurance that covers work-related accidents as well as accidents that happen outside of working hours. We trained the whole staff in occupational safety as well as fire safety including the handling of fire extinguishers. We increased the number of permanent contracts and the number of multi-annual contracts. Substantial improvements were made to the workplaces including lighting, tools and protective clothing, electrical installations, and furniture.

In **Togo**, last year's improvements of the working conditions centred on the overdue increase of wages. In addition, gebana helped workers to establish the papers necessary for getting a social security declaration.

**South Organic** concentrated on improving the safety conditions at their facility and increasing the wages.

# Jobs by Gender

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







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