

World Banana Forum  
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# How to achieve a fairer distribution of value? Session 4

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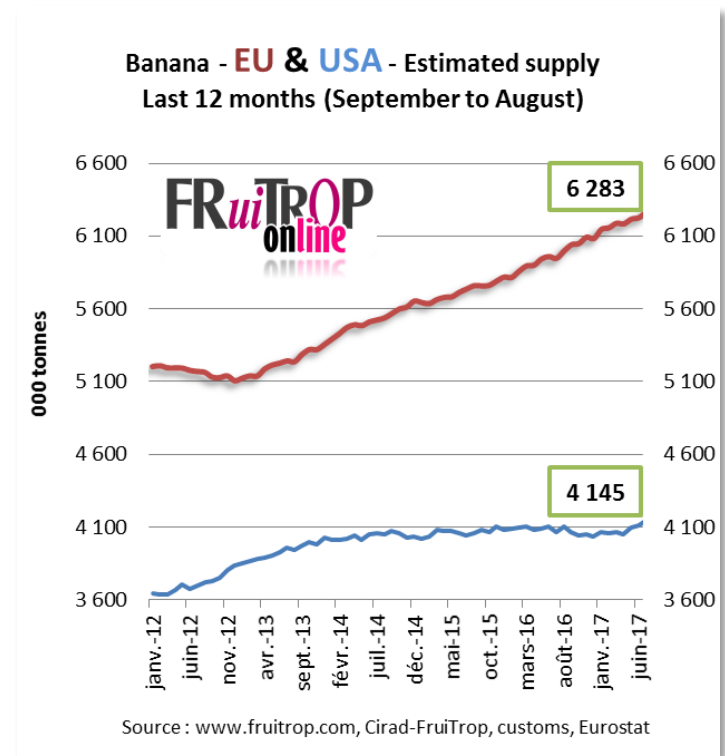
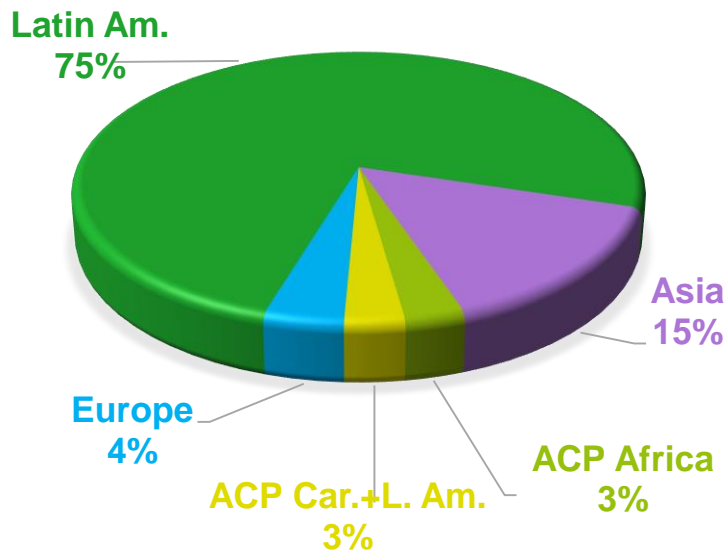


# World Banana Trade

## Volume

- World production: 134 MT
- *Cavendish* production: 62 MT
- Export *Cavendish* area: 500 000 ha
- World trade *Cavendish*: 18-20 MT

- Strong dynamics... at least on the volume side

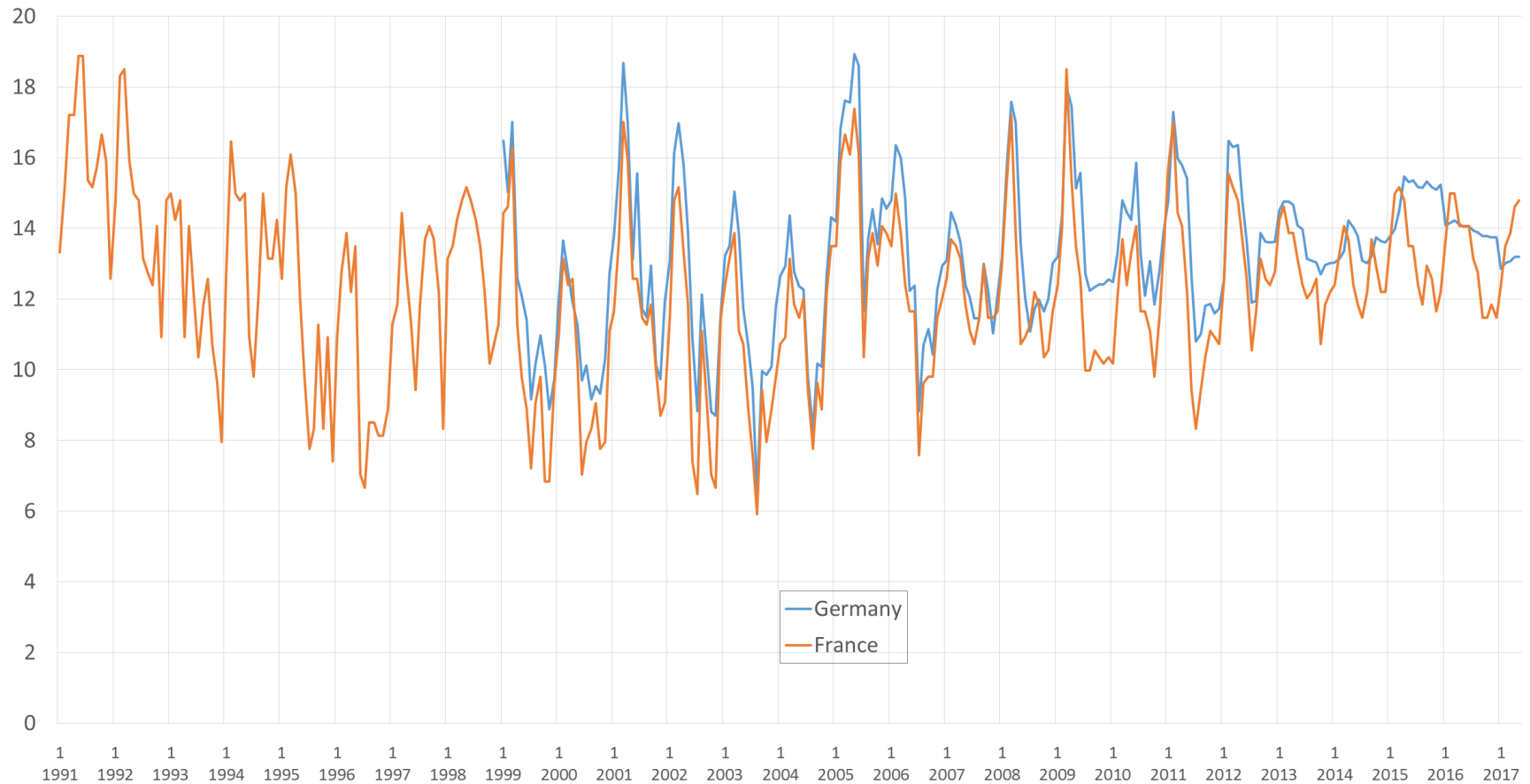


# World Banana Trade

## CURRENT Import prices *EU example*

Banana - Import prices for France & Germany - In CURRENT Euro/carton

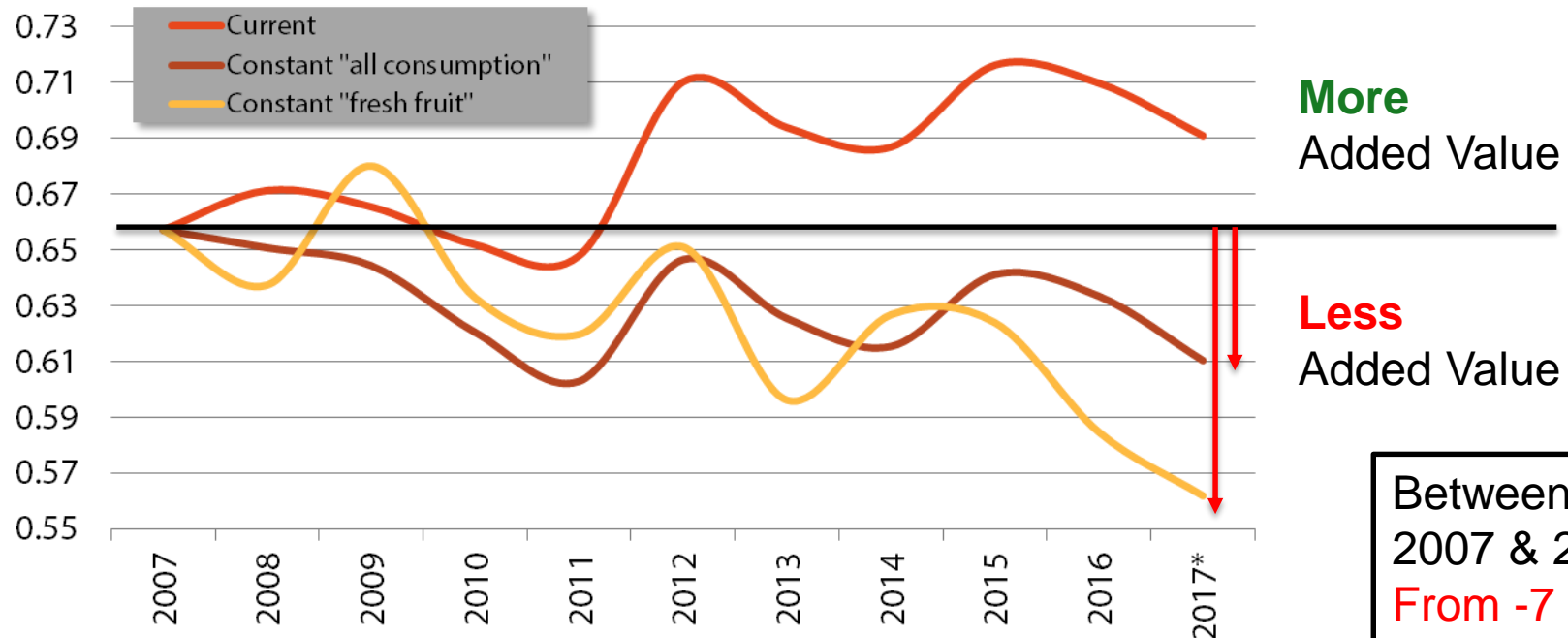
Source : Cirad-FruiTrop



# World Banana Trade

## CONSTANT Import prices *EU example*

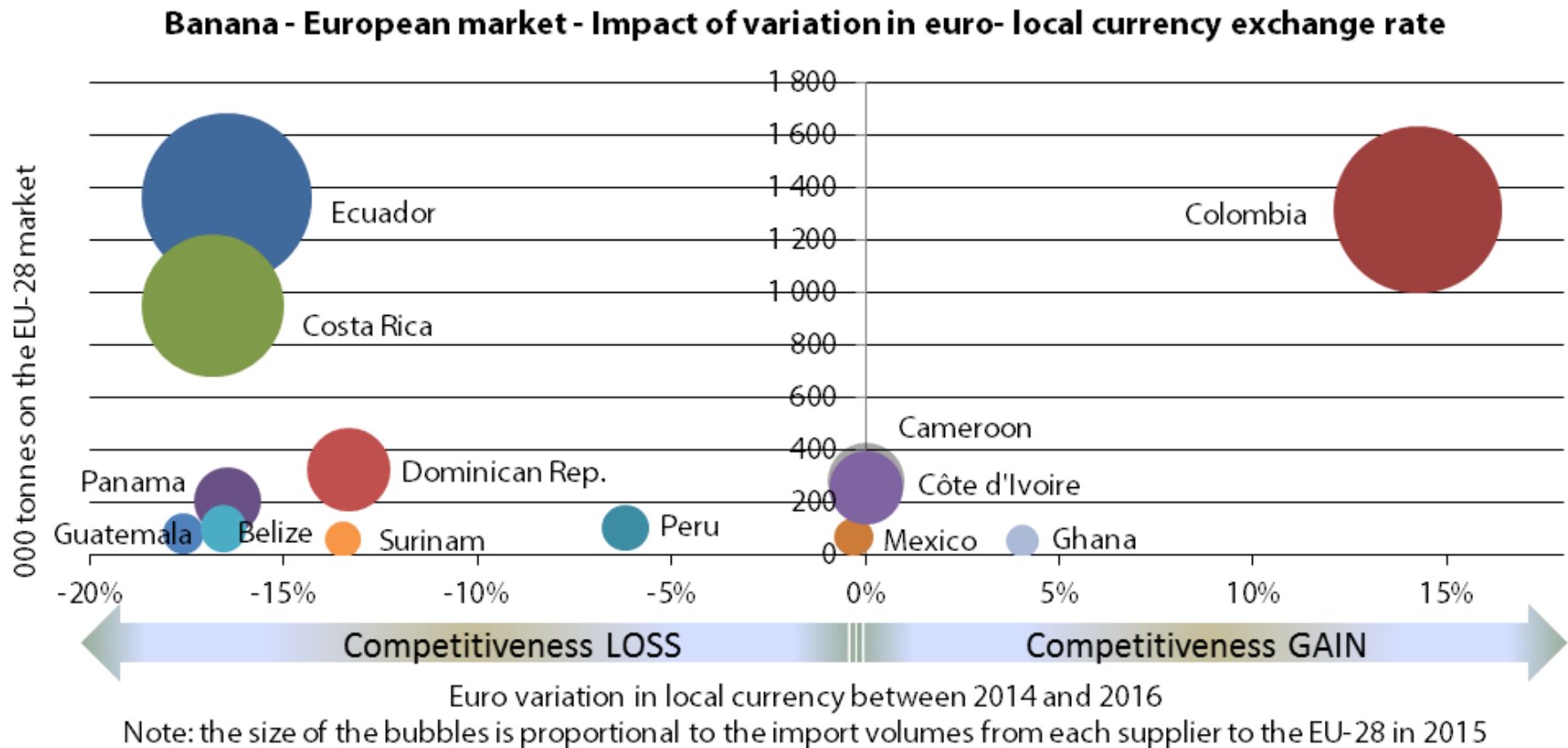
**Banana - France - Import price**  
**on a current and constant euro basis**  
(euros/kg / Sources: CIRAD, INSEE)



Note: "all consumption" and "fresh fruit" deflators  
2017: 9 months

# World Banana Trade

## Currency rate Impact *EU example*



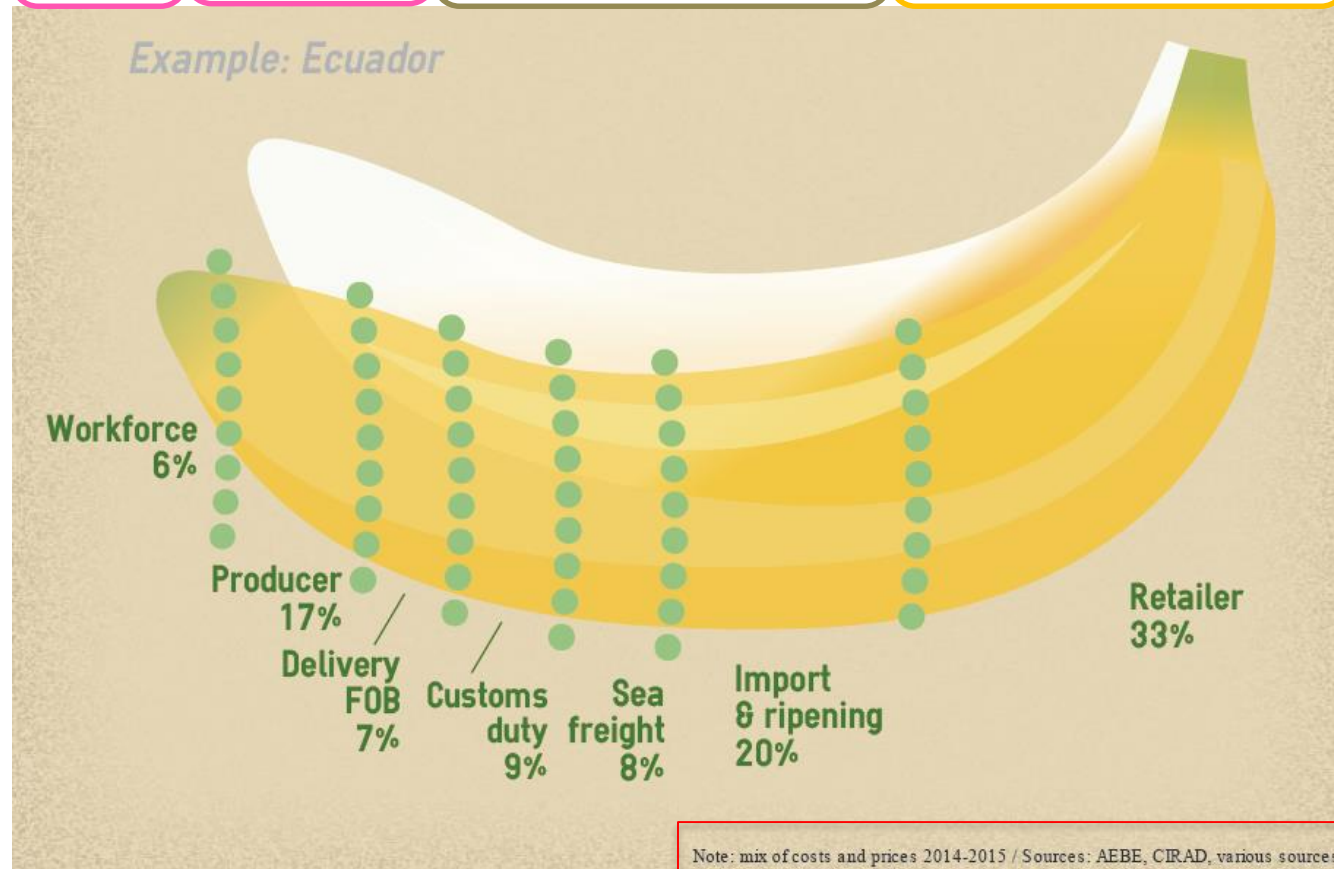
## Other aspects need to be taken into account...

- Production costs
  - *Cirad initiative remained dead letter because of lack of participation*
- Social & Environmental Quality of the Agri-Chain
- Public regulations (e.g. Custom duty)
- ...

## In order to...

- To prevent crisis
- To argue and persuade local, national or international authorities
- To facilitate dialogue among stakeholders
- To fix realistic goals and monitor their achievements
- ...

# Value distribution (VD): Situation at time t



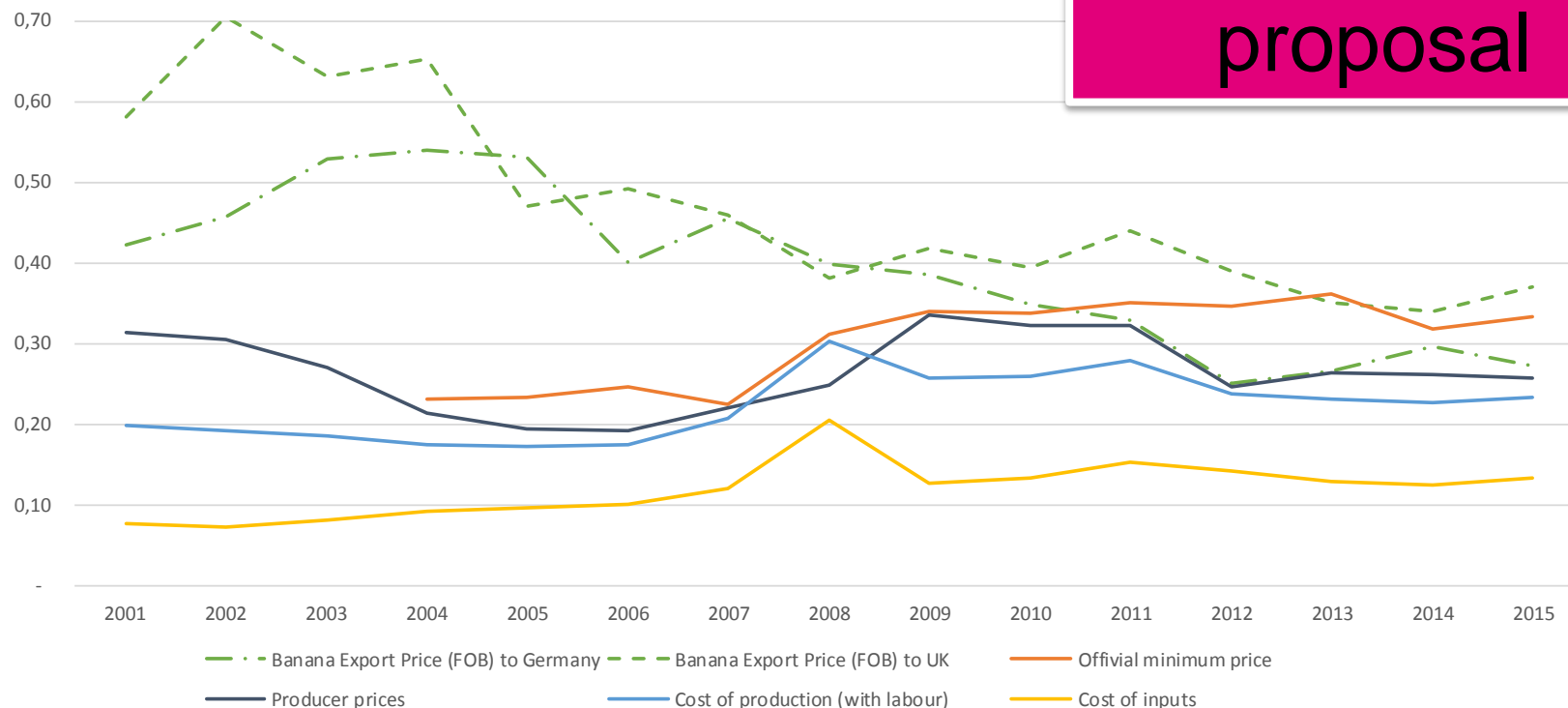
# Value distribution (VD):

## Development over time

## Monitoring VD

→ Basic-Cirad proposal

Banana value chain in Ecuador  
(USD/kg inflation-adjusted)



### Estimation of value distribution in banana sector (BASIC for Make Fruit Fair)

*Evolution of upstream value distribution in Ecuador (adjusted for inflation)*

- Calculating the value left for the country of production based on the customs data from import countries and estimates of the costs of transports by fruit companies provides new insights  
(the above example in Ecuador has been cross-checked with local stakeholders and weekly data for the year 2015)



# At the end...

## Only two questions remain



- How to increase / create added value? *(at least not to further lose it)*

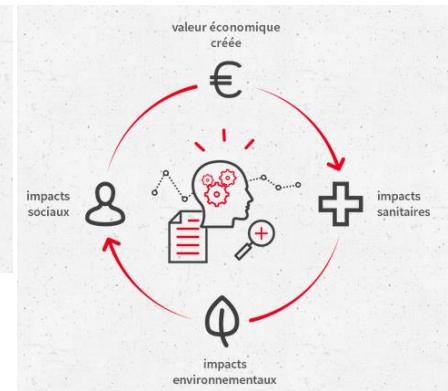


- What are the pathways to secure a decent standard of living for the most fragile? *(the answer to this challenge involves much more than only increasing remuneration)*

# BASIC

## OUR JOB

Generate and disseminate information and analysis on the impacts and societal costs of our models of production and consumption



## Value Chain Analysis & Societal Costs

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## Social Impact Assessment

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