

**PROJECT BANANA WORKS FOR FAIR AND EQUITABLE PRODUCTION AND TRADE
IN BANANAS BASED ON ENVIRONMENTAL, SOCIAL AND ECONOMIC SUSTAINABILITY.**

OUR VISION IS A WORLD WHERE:

EVERY WORKER IN THE CHAIN RECEIVES A LIVING WAGE AND IS ABLE TO EXERCISE ALL HER/HIS INDIVIDUAL
AND COLLECTIVE RIGHTS IN THE WORKPLACE.

ALL ECONOMIC STAKEHOLDERS ALONG THE CHAIN PAY A DECENT WAGE AND RESPECT ALL RELEVANT
INTERNATIONAL LABOUR STANDARDS.

SMALL-SCALE AND FAMILY FARMERS MAKE A DECENT LIVING FROM SELLING TO INTERNATIONAL
BANANA MARKETS.

CONSUMERS CAN BUY GOOD QUALITY BANANAS AND UNDERSTAND THE NEED FOR PRICING THAT WILL
GUARANTEE DECENT LIVELIHOODS FOR PRODUCERS AND WORKERS.

THE NEGATIVE IMPACTS OF BANANA PRODUCTION ON THE NATURAL ENVIRONMENT ARE UNDERSTOOD AND
ADDRESSED.

OUR VALUES

IMPARTIALITY AND RIGOUR IN THE COLLECTION AND ANALYSIS OF INFORMATION AND EVIDENCE.

OPENNESS AND INCLUSIVITY TOWARDS ALL PLAYERS IN THE CHAIN WHO SEEK EQUITABLE AND
SUSTAINABLE SOLUTIONS.

INDEPENDENCE FROM GOVERNMENTAL AND BUSINESS INTERESTS.

HIGHEST STANDARDS OF ETHICAL CONDUCT: INTEGRITY, TRANSPARENCY AND ACCOUNTABILITY.