

7 July 2023, 12-1 pm

Vom Gesetzbuch in die Agrarlieferkette

Umsetzung von Sorgfaltspflichten in die Praxis



Bundesministerium für
wirtschaftliche Zusammenarbeit
und Entwicklung

durchgeführt von:

INA

Initiative für nachhaltige
Agrarlieferketten

Welcome by the BMZ

Benjamin Seidel

Speaker

Division 122 „Sustainable agricultural supply chains,
international agricultural policy, agriculture, rural development, innovation“
Federal Ministry for Economic Cooperation and Development (BMZ)

The gebana model

Cathrine Cornella

Head of Impact Development
gebana AG

Carolyn Schaar

Head of Growth & Outreach
gebana AG



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na

Global Farmers Market

**WE ARE
CHANGING
THE RULES**



Global Farmers Market

Sharing within the gebana model

Cathrine Cornella & Carolin Schaar

(Head Impact Development)

(Head Growth & Outreach)



Global Farmers Market

OUR ORIGINS

gebana *gerechte Banane*



«Fair trade is a process, there is no fair product.»

Ursula Brunner, *banana woman* & founder of gebana



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Vision

GEBANA – OUR VISION AND MISSION

Together, we are changing global trade in favour of family farmers, local economies and the environment.

Mission

- We form value chains from family farmers to consumers.
- We produce and provide authentic food with maximum social and ecological impact.
- We make long-term investments, even in difficult regions, and stay until we are successful.

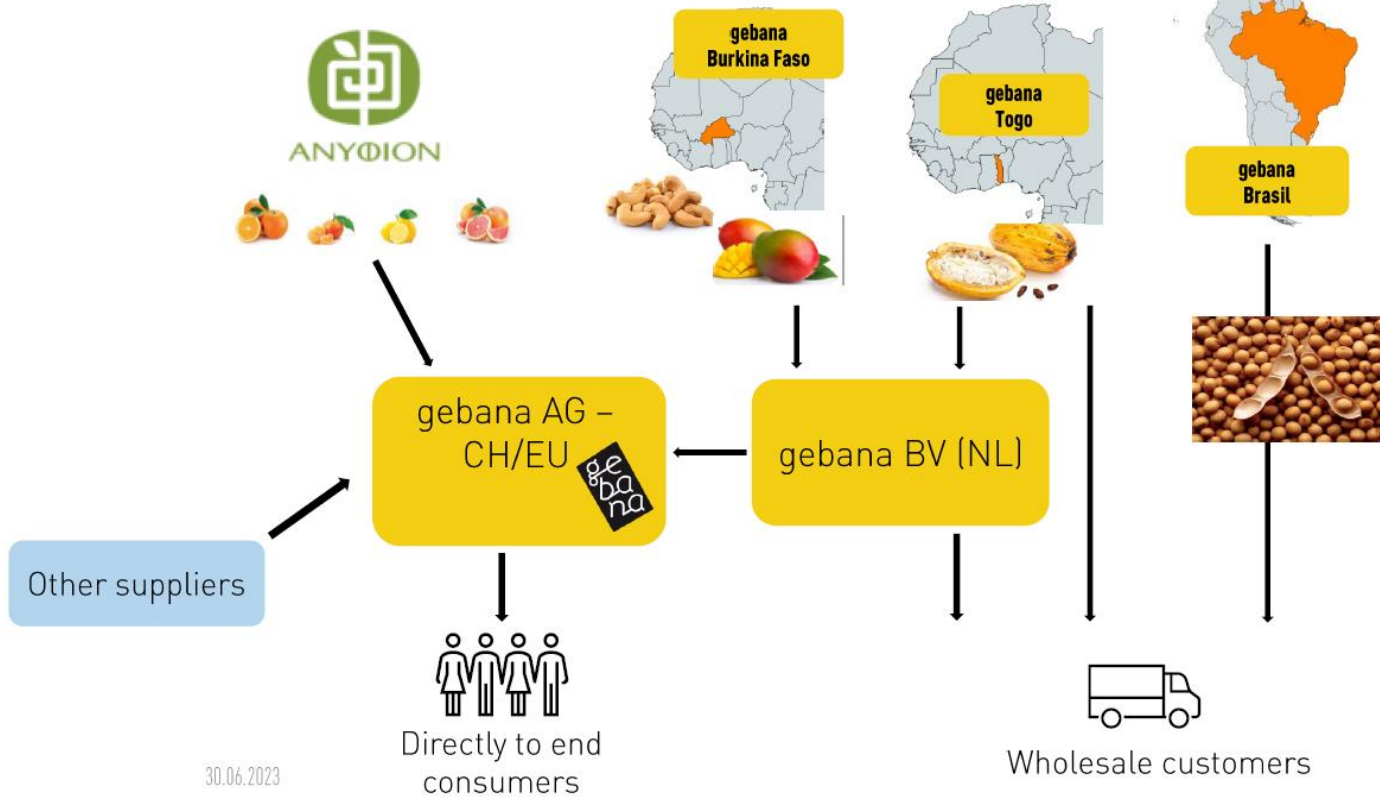
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GEBANA COMPANY STRUCTURE





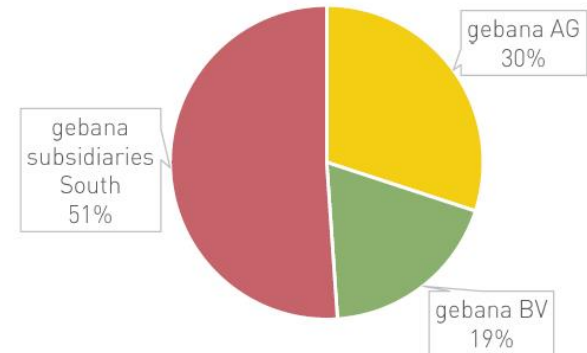
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GEBANA PRODUCTS & TURNOVER

Products:



Turnover (net) 2022:
consolidated EUR 71.5 million



03.07.2023



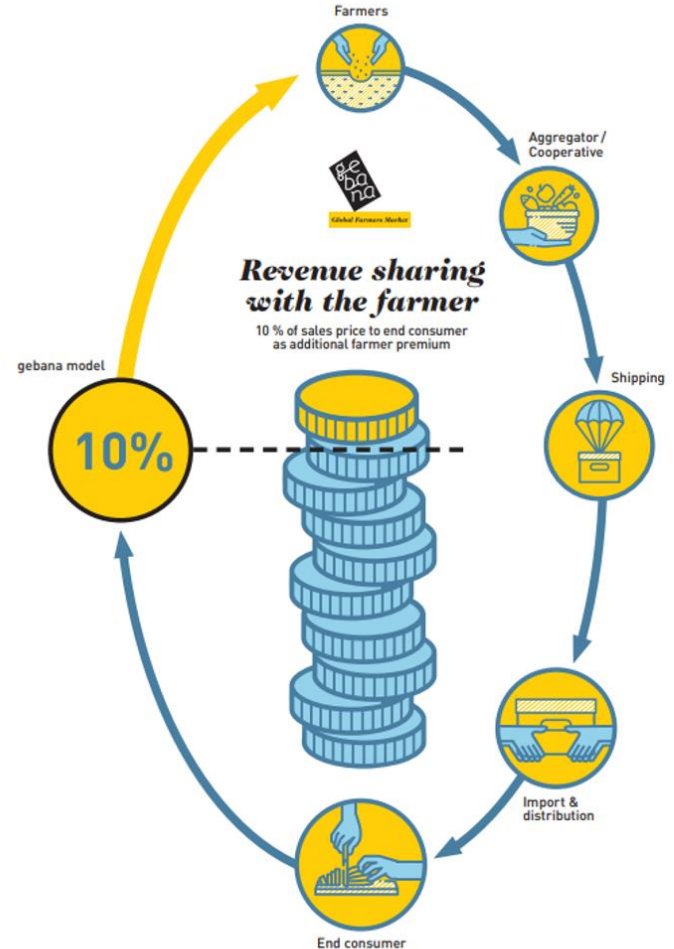
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THE GEBANA MODEL ... AND WHY IS IT NEEDED?

- Farming families are earning too little
- Producers receive only a few percentage points of the final consumer price

- Sharing is our pragmatic approach to increase the producers' share
- Sharing connects consumers with farming families and gebana into a team who all work together

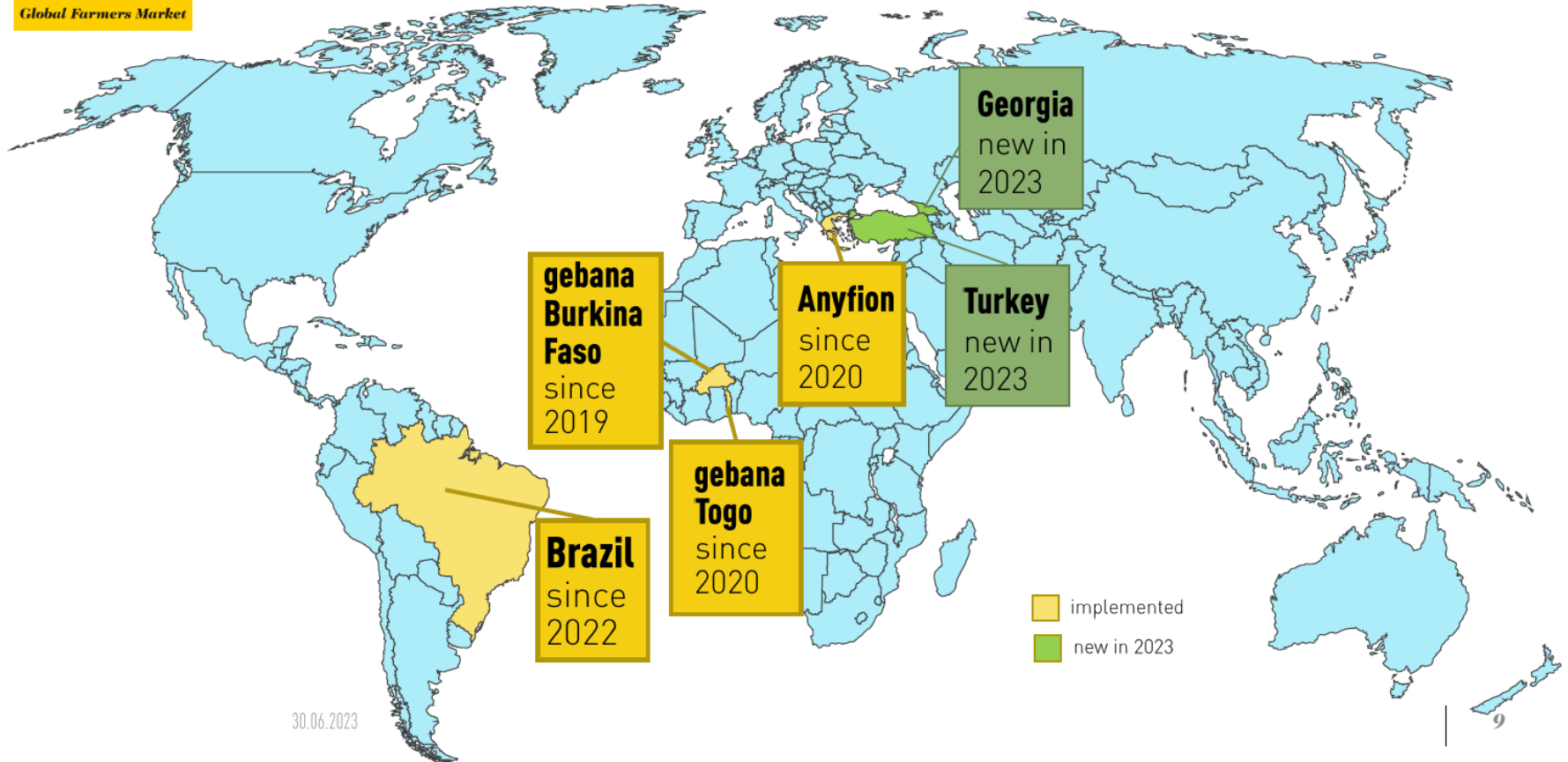
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WHERE DO WE IMPLEMENT THE GEBANA MODEL?



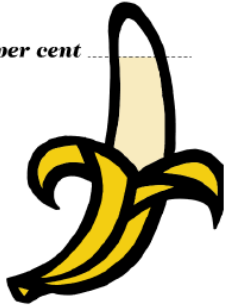
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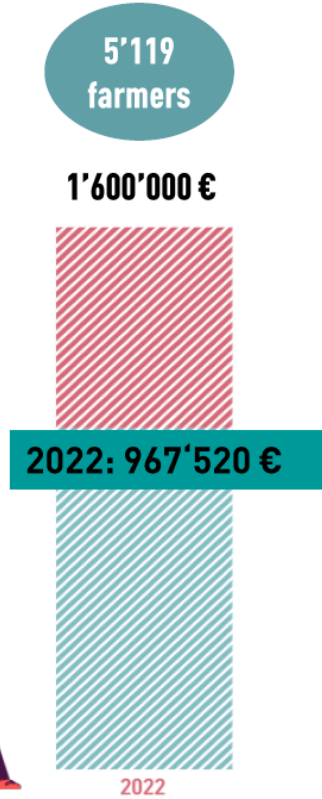
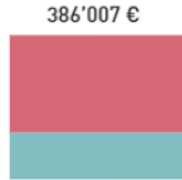
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GEBANA MODEL PAYMENTS

10 per cent



- Fair trade premiums and solidarity contributions
- gebana model premiums





Global Farmers Market

HOW DO WE ORGANISE DISTRIBUTION?

- **Payment during farmer meetings**
 - All farmers and group management present
 - gebana partner employees verify payments, mobile numbers and identities
 - Premiums received right then and there
- **Checks & balances:**
 - List of farmers and amounts to be received
 - Proof of payment (bank account statements, transfer receipts, lists signed by the farmers)
- **Avoiding cash** – bank transfer or mobile payment





gebana Burkina Faso for 2022:
46 villages/ceremonies
3,650 farmer families





Corporate due diligence in practice using the example of Paccari from Ecuador

Ulrike Hardner

Sustainable Agricultural Supply Chain Officer
WWF Germany

Julian Andersen

*Global Project Sustainability and Value Creation in
Agricultural Supply Chains*
GIZ

07.07.2023

AgriChains



Corporate Due Diligence in Practice

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the Example of PACCARI from Ecuador

INA Lunchbreak

7. Juli 2023



Bundesministerium für
wirtschaftliche Zusammenarbeit
und Entwicklung

giz

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Global Programme "Sustainability & Added Value in Agricultural Supply Chains" (AgriChains)

Our approach:

- We drive sustainability **from the shelf to the field**, cooperating with actors along entire supply chains.
- We address global issues such as **climate change, forest & biodiversity conservation, digitization, living income / living wage, or gender transformative approaches** and initiate systemic change – across agricultural commodities and continents.
- We advise governments and private sector to **comply with international sustainability standards and due diligence requirements** (e.g., the EU Supply Chain Due Diligence Act and the EU Deforestation Regulation) and to **implement traceability systems**.
- Fostering **local value creation** and support better **market access** for smallholder farmers from partner countries
- Striving for **ecological sustainability and climate action** in the producing countries by increasing the share of sustainability produced agricultural raw materials.
- We promote deforestation-free and climate smart cultivation methods supporting **economic diversification, optimized use of inputs and technology transfer**.



A "smart mix" of legal provisions, voluntary standards, multi-actor partnerships and accompanying development policy measures is needed: people at the beginning of the supply chain must be appropriately involved in the value chain.

Supply Chains

Colombia




Ecuador




Brazil



Cote d'Ivoire



Ghana



Burkina Faso



Cameroon



Ethiopia



Uzbekistan



India



Indonesia





Responsible Corporate
Action



Global knowledge transfer



Environmental
Sustainability &
Climate Action



Higher incomes
and better working
conditions

Cadenas Sostenibles

➤ Adaptation to climate change & biodiversity conservation

- Promotion of integral agroforestry systems "Chakra"
- Diversification of agricultural production systems
- Promotion of certification schemes

➤ Deforestation-free supply chains & due diligence





- Support for the establishment of traceability systems
- Advice on the implementation of due diligence
- Foster cooperation to increase transparency and sustainability along global supply chains

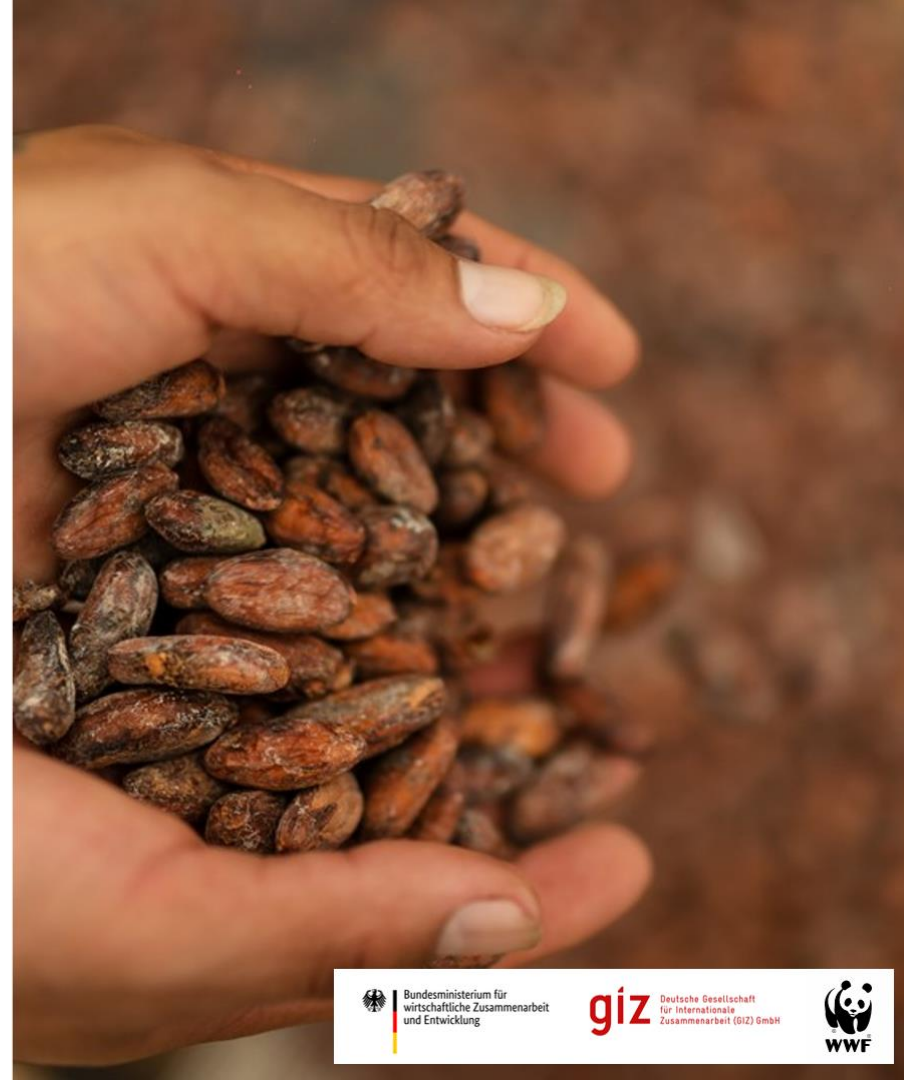
➤ Cooperation with the private sector (Ecuador & global)

- Technical support to improve post-harvest processes
- Linking cocoa cooperatives to the global market
- Building strategic alliances with global companies and supporting global knowledge transfer via multi-stakeholder partnerships

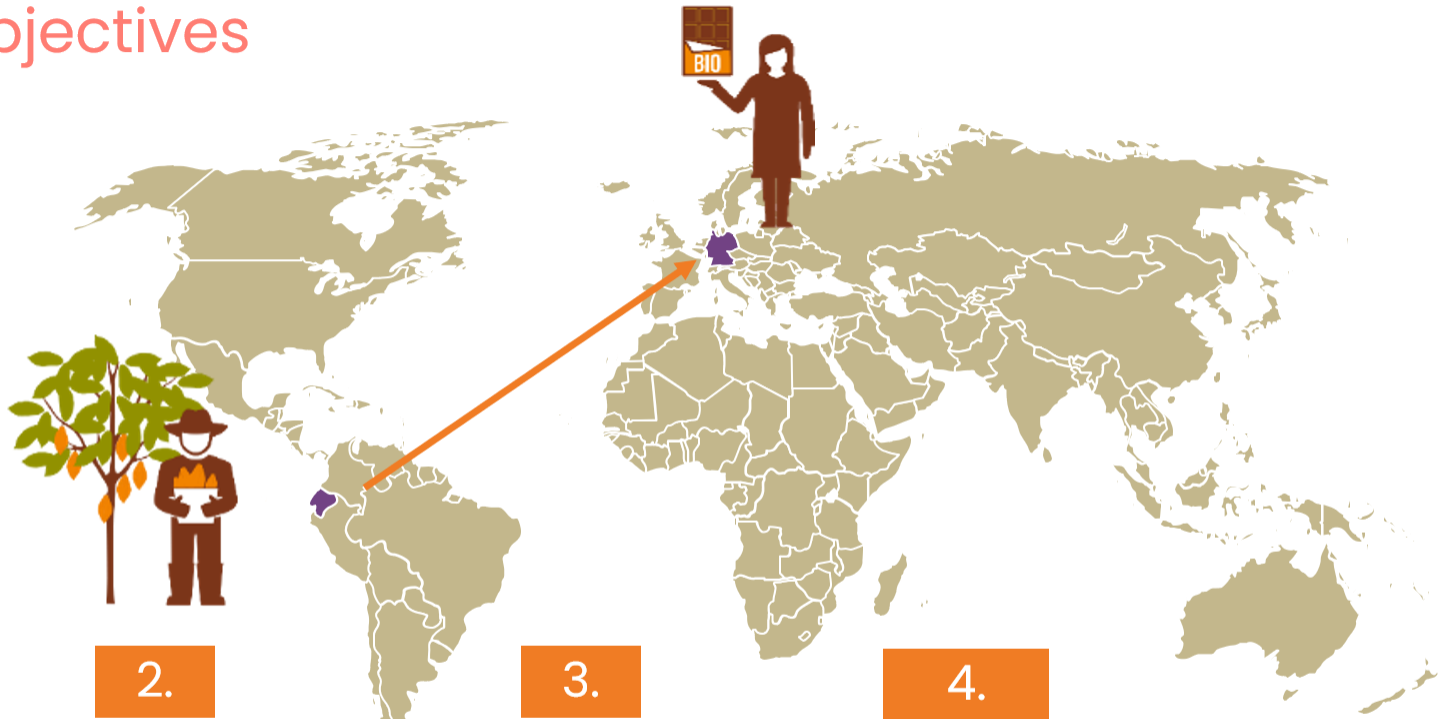
Joint project for sustainable cocoa supply chains

Project

-  Ecuador, Germany, (EU)
-  01 Jul 2021 – 31 Dec 2024
-  Smallholder cooperatives, manufacturer, distributors, local and national actors, ...
-  Piloting traceable deforestation-free supply chains & Strenghtening local value creation



Project objectives



1.

Sustainable cocoa production

2.

M&E - Traceability and Deforestation-free certification

3.

Market access

4.

Joint stakeholder communication & knowledge sharing/outreach



Market access in Germany

- Linking cooperatives to German companies
- Establishing pilot supply chains between Ecuador and Germany for cocoa and chocolate
- Supporting value creation on the ground
- Raising awareness of deforestation- and conversion-free cocoa production among German companies

Partnership WWF – Paccari

- Limited edition [WWF – Paccari](#)
- 100 % cacao from WWF project regions in the Amazon rainforest of Ecuador
- Organic and forest-friendly cultivation in traditional indigenous agroforestry systems („Chakra“)
- High quality fine flavour cacao („Arriba Nacional“)
- [See here](#) for more information on the partnership



ALLIANCE FOR
THE PROTECTION OF
THE RAINFOREST





Thank you for your
kind attention!



Corporate due diligence in practice using the example of Paccari from Ecuador

Carla Barboto

Co-Founder
Paccari (Ecuador)

Q&A



Summary & Outlook

Moritz Heldmann

Program Director

Initiative for Sustainable Supply Chains

The upcoming INA-Lunchbreak

 1 September 2023

Topic: Sustainable and responsible Purchasing Practices

Initiative for Sustainable Agricultural Supply Chains (INA) – INA
(nachhaltige-agrarlieferketten.org)



Initiative für nachhaltige
Agrarlieferketten