WE ARE
CHANGING
THE RULES
Sharing within the gebana model

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OUR ORIGINS

gebana gerechte Banane

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

Ursula Brunner, banana woman & founder of gebana
GEBANA – OUR VISION AND MISSION

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

- 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.
GEBANA COMPANY STRUCTURE

gebana AG – CH/EU

Other suppliers

Directly to end consumers

gebana BV (NL)

Wholesale customers

gebana Burkina Faso

gebana Togo

gebana Brasil
GEBANA PRODUCTS & TURNOVER

Products:

Turnover (net) 2022: consolidated EUR 71.5 million

gebana AG 30%
gebana subsidiaries South 51%
gebana BV 19%
THE GEBANA MODEL

We want to make global trade more sustainable

GAP analysis and focus points
- family farmers
- environment
- local economy

10% Turnover sharing with the farmer
paid directly to the farmer
... 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
WHERE DO WE IMPLEMENT THE GEBANA MODEL?

- **gebana Burkina Faso**
  - Since 2019
- **gebana Togo**
  - Since 2020
- **Brazil**
  - Since 2022
- **Anyfion**
  - Since 2020
- **Georgia**
  - New in 2023
- **Turkey**
  - New in 2023

Legend:
- Yellow: Implemented
- Green: New in 2023

Date: 30.06.2023
GEBANA MODEL PAYMENTS

10 per cent

- Fair trade premiums and solidarity contributions
- gebana model premiums

2018: 154,735 €
2020: 386,007 €
2022: 1,326,983 €

2022: 967,520 €

5’119 farmers
1’600’000 €
 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)
NO CASH

Ensuring farmers receive premiums directly

- **Avoiding cash** – bank transfer or mobile payment

![Mobile payment ratio chart](chart.png)

- **Incentive for mobile** – additional premiums for accepting mobile payments
- **Immediate transfer** – receipt on mobile phone during meeting
gebana Burkina Faso for 2022:
46 villages/ceremonies
3,650 farmer families