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Global Farmers Market

**WE ARE
CHANGING
THE RULES**



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Sharing within the gebana model

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(Head Growth & Outreach)



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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



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Vision

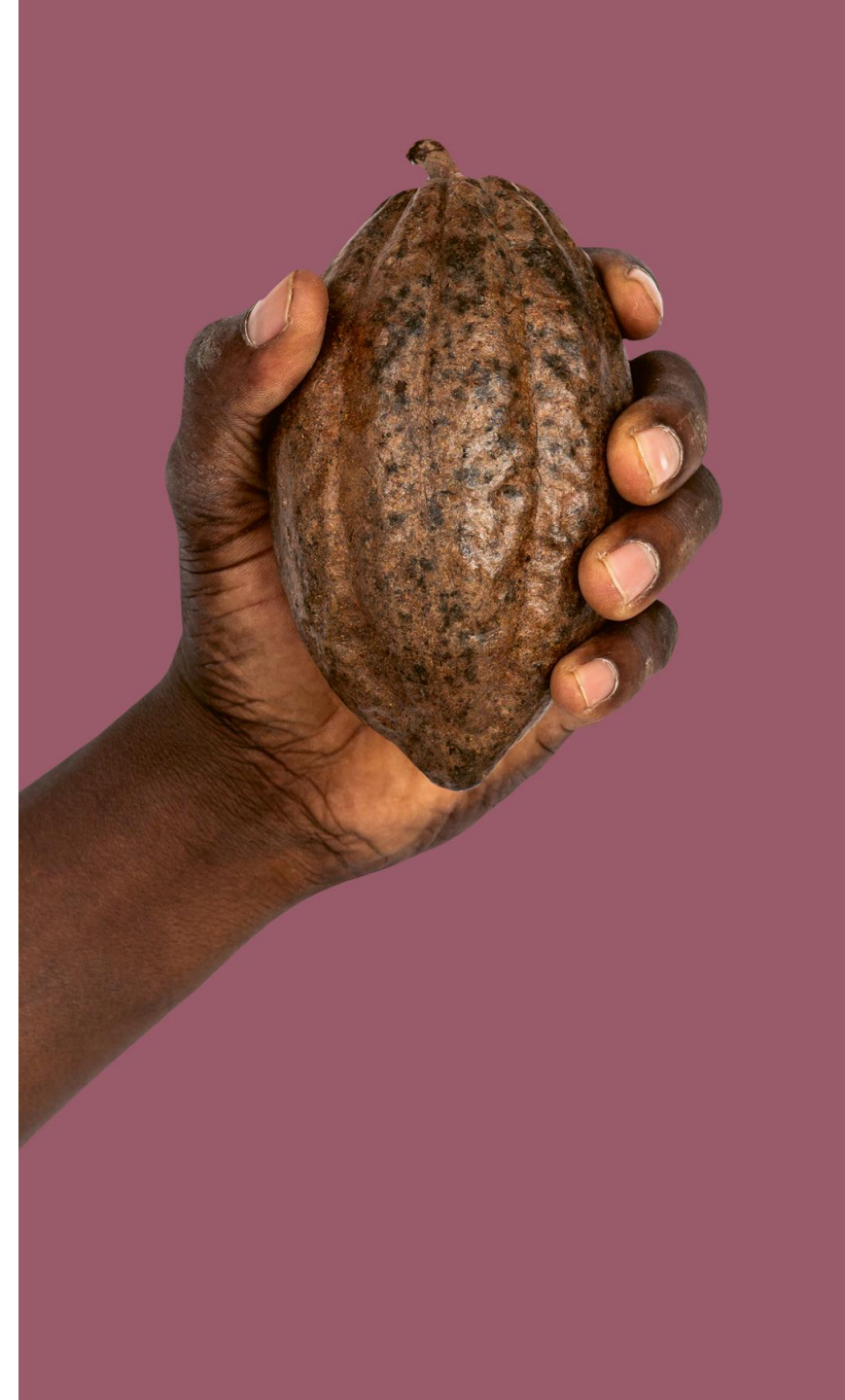
GEBANA – OUR VISION AND MISSION

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.

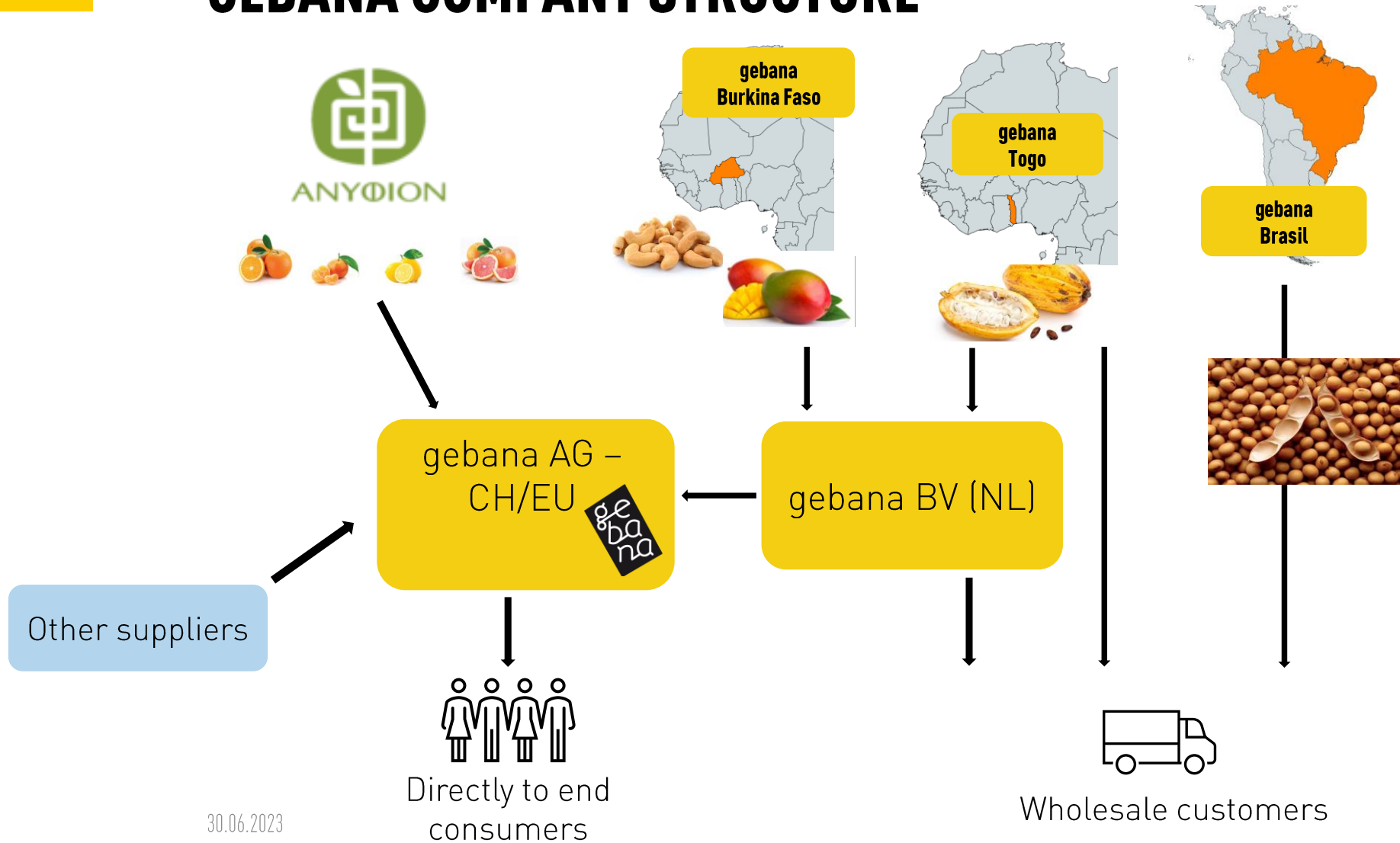
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GEBANA COMPANY STRUCTURE



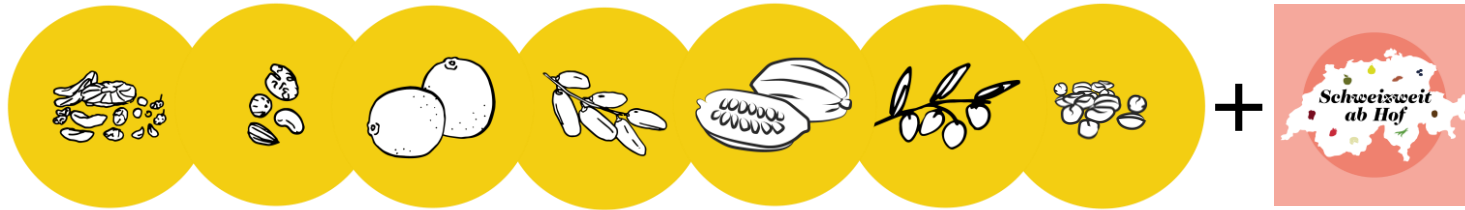
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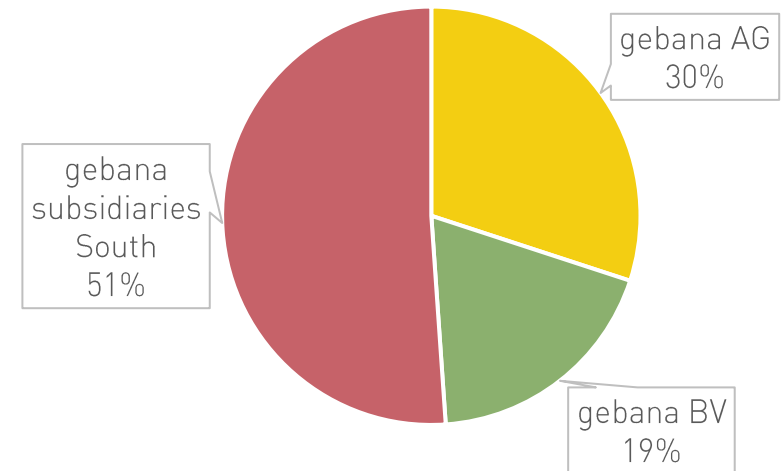
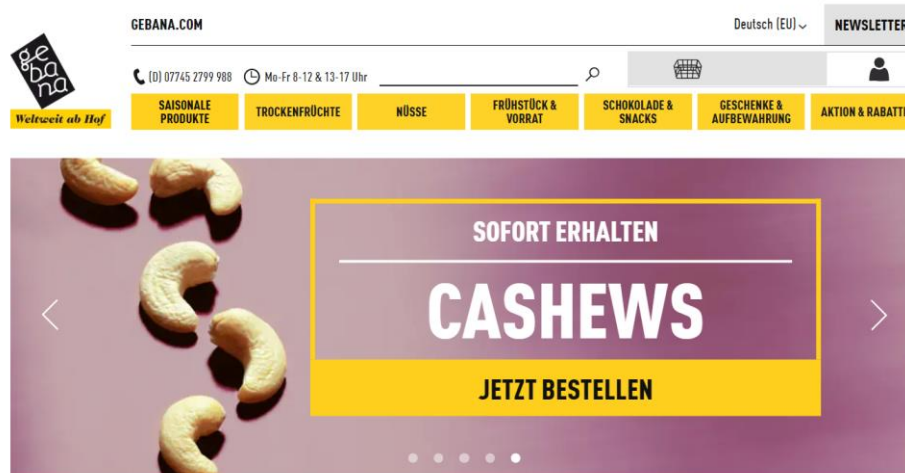
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GEBANA PRODUCTS & TURNOVER

Products:



Turnover (net) 2022:
consolidated EUR 71.5 million





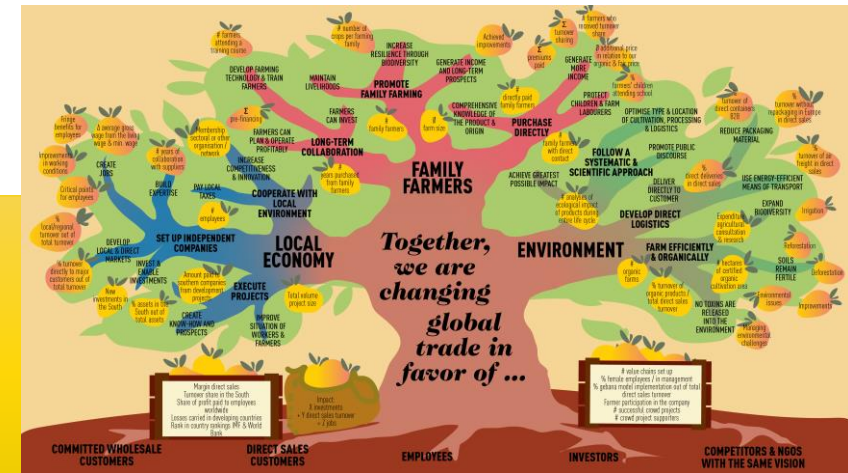
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THE GEBANA MODEL

We want to make global trade more sustainable

GAP analysis and focus points

- family farmers
- environment
- local economy

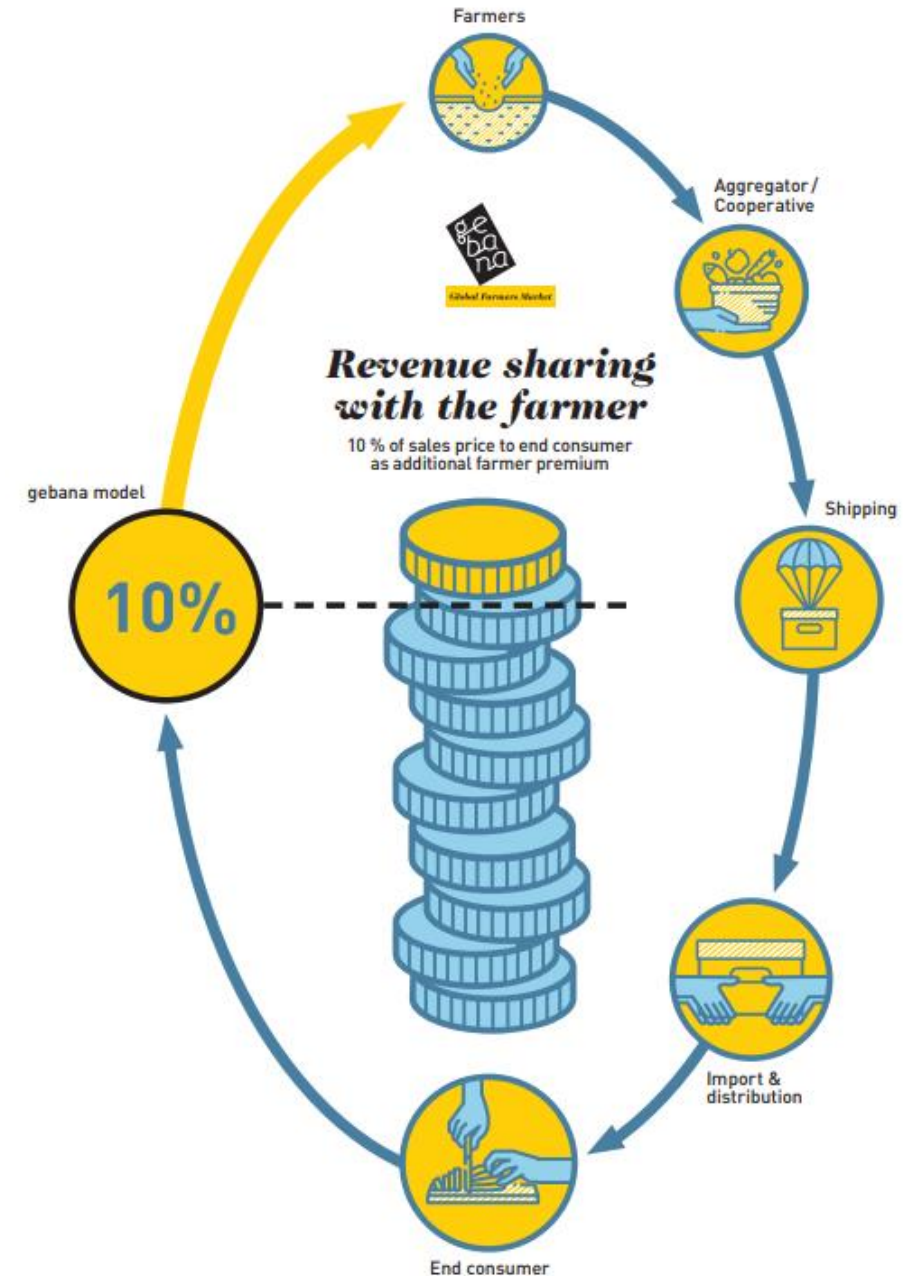


10% Turnover sharing with the farmer
paid directly to the farmer

... AND WHY IS IT NEEDED?

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

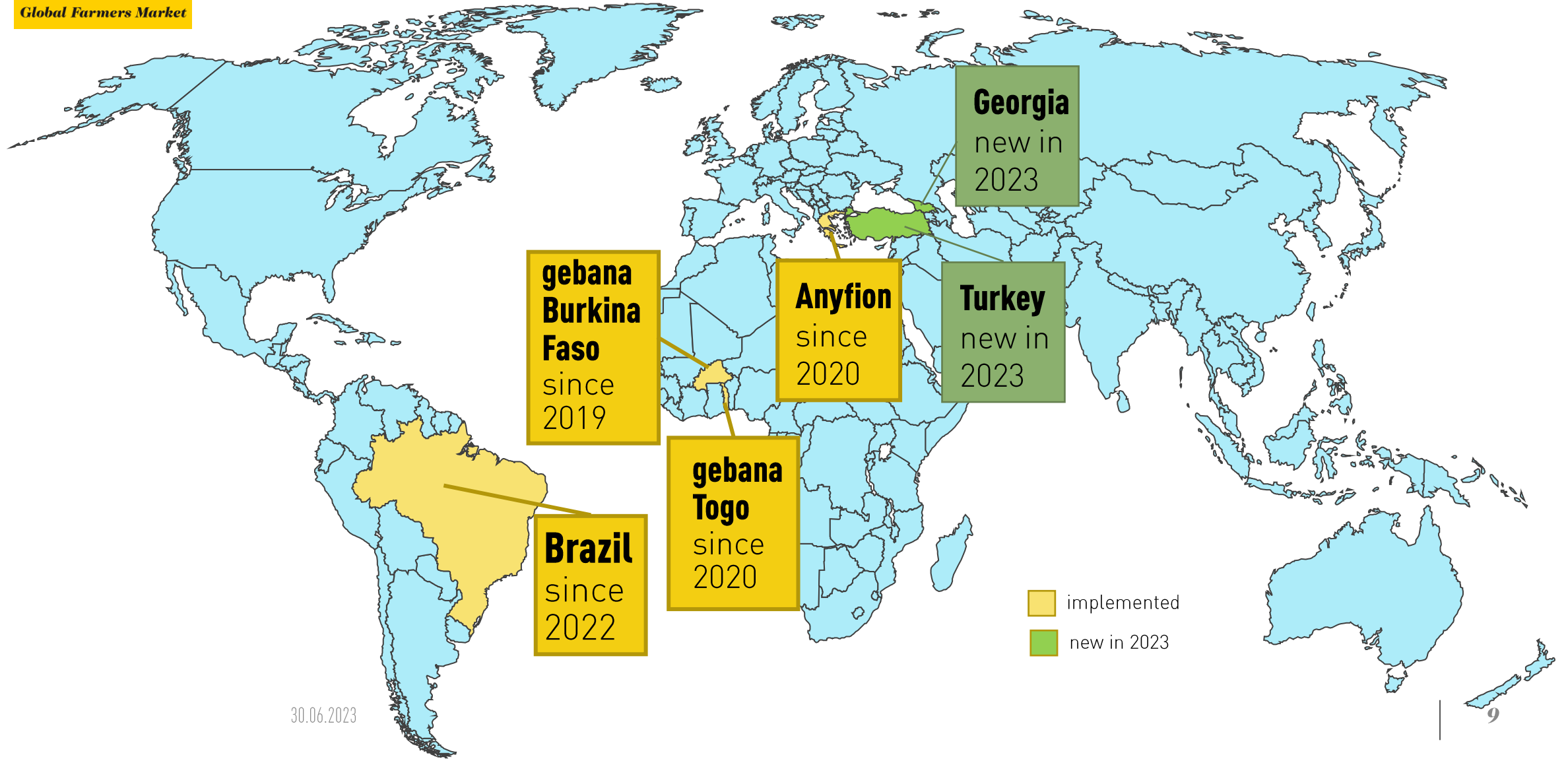
- Sharing is our pragmatic approach to increase the producers' share
- Sharing connects consumers with farming families and gebana into a team who all work together





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WHERE DO WE IMPLEMENT THE GEBANA MODEL?

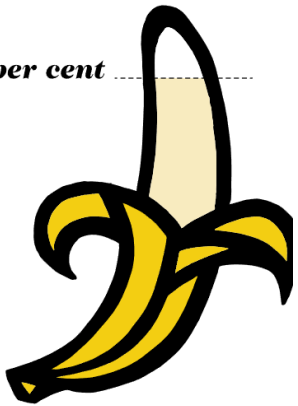




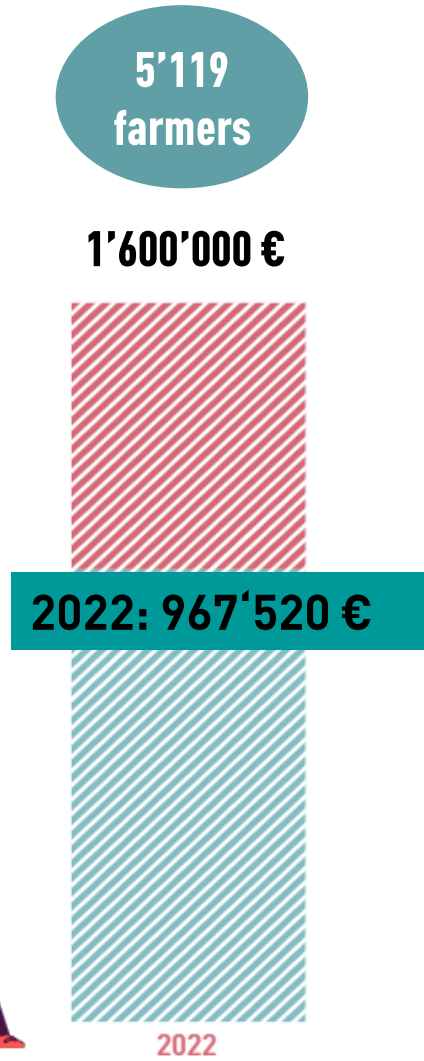
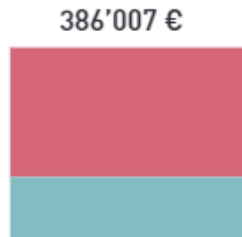
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GEBANA MODEL PAYMENTS

10 per cent



- Fair trade premiums and solidarity contributions
- gebana model premiums





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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)





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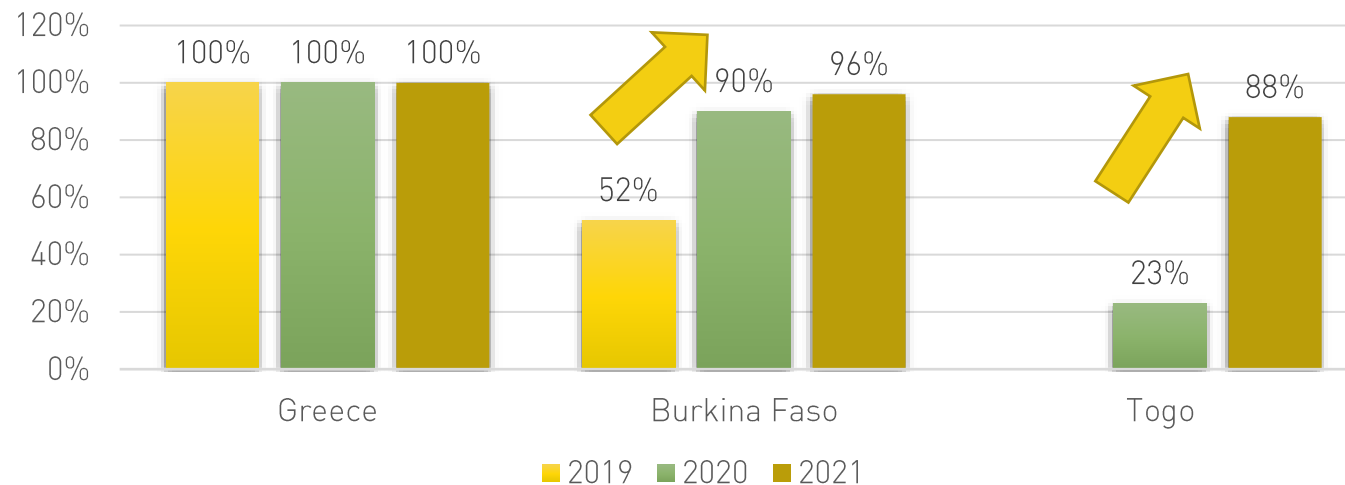
NO CASH

Ensuring farmers receive premiums directly

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



Mobile payment ratio



- **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

