



Banana Certification Data Report 2019

Rainforest Alliance program

June 2020

Introduction

The main goal of this report is to present the scope and scale of the Rainforest Alliance banana certification program in 2019 – calendar year. The report is created to inform our stakeholders and is part of our commitment to transparency.

The report focuses on the key indicators related to:

- **Market uptake:** sales of Rainforest Alliance Certified bananas;
- **Program reach:** estimated Rainforest Alliance Certified banana production and multi-certification of this production.

This report is part of the Rainforest Alliance monitoring and evaluation system. Most of the data in this report is collected via our online certification and traceability systems.

We do our best to ensure that all the information in this report is accurate and reliable. As much of the data is collected by third parties, we are aware that there may be some shortcomings.

Summary

In 2019, the Rainforest Alliance Banana program saw a 10% increase in estimated certified volume, breaking through the 9 million MT mark for the first time. The main growth was recorded in Philippines, Colombia and Guatemala, where existing farmers increased their certified area with 12%.

Over the first semester of 2019 sales of certified bananas remained at the same level compared to the previous year.

The expectation is that demand will increase in the coming period, due to the 11% increase of buyers, driving the supply chain to scale up certified supply.

Geographical program reach

For the third year in a row the number of countries with Rainforest Alliance Certified banana producers remained stable at 18. 90% of certified bananas are grown in Latin America with 13 countries of origin.

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Rainforest Alliance program

Latin America

Belize
Brazil
Colombia
Costa Rica
Dominican Republic
Ecuador
Guatemala
Honduras
Mexico
Nicaragua
Panama
Peru
Suriname

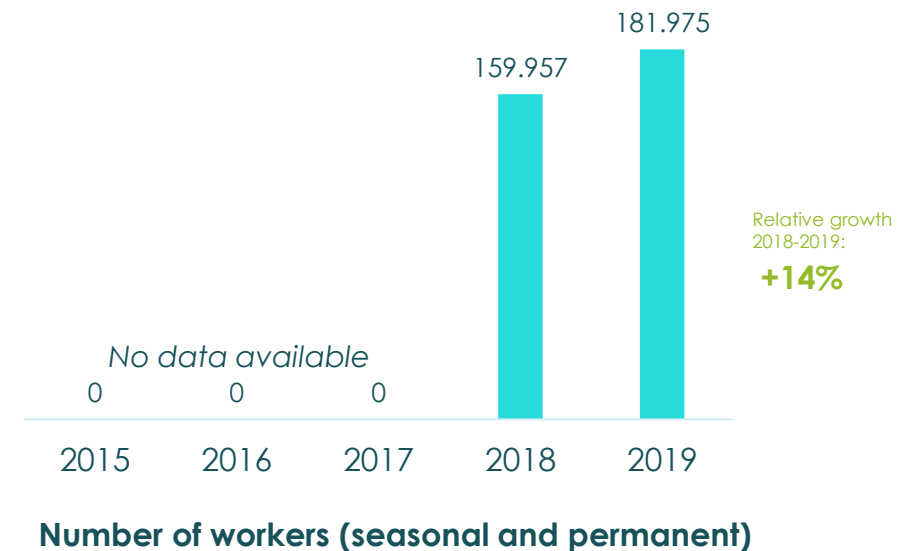
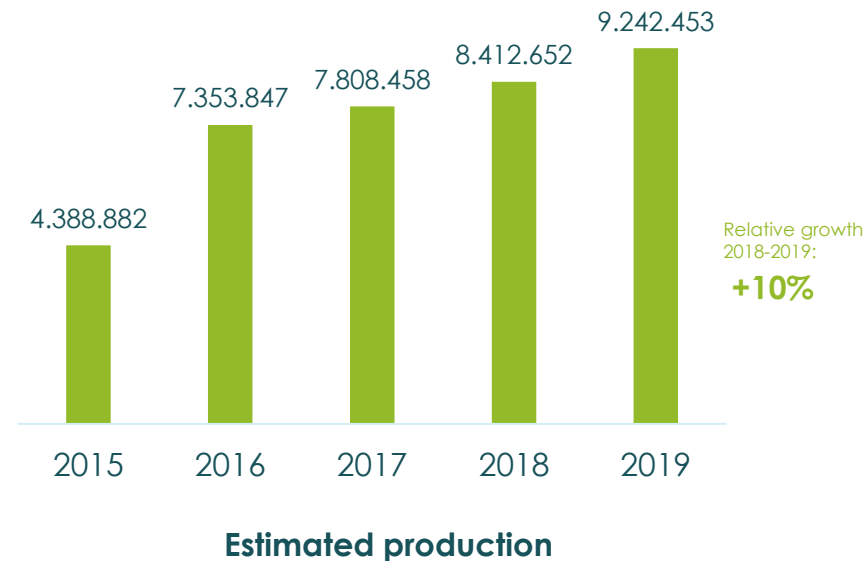
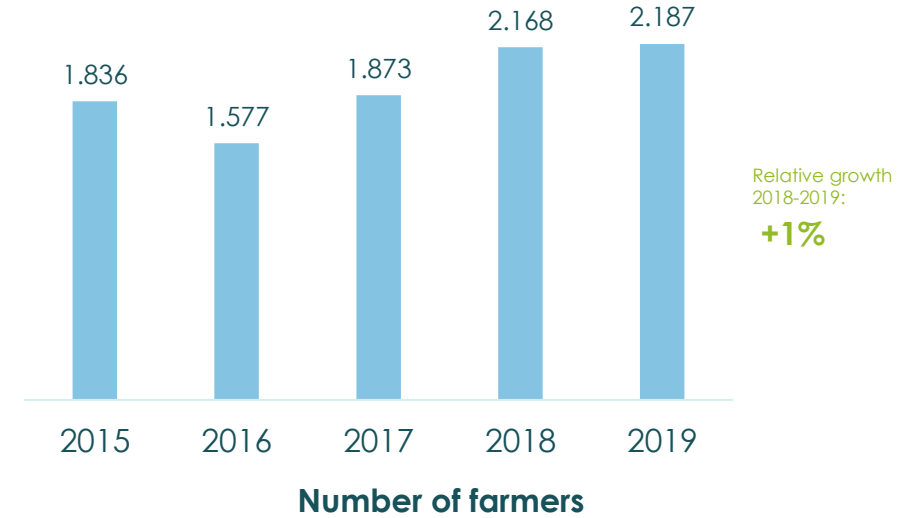
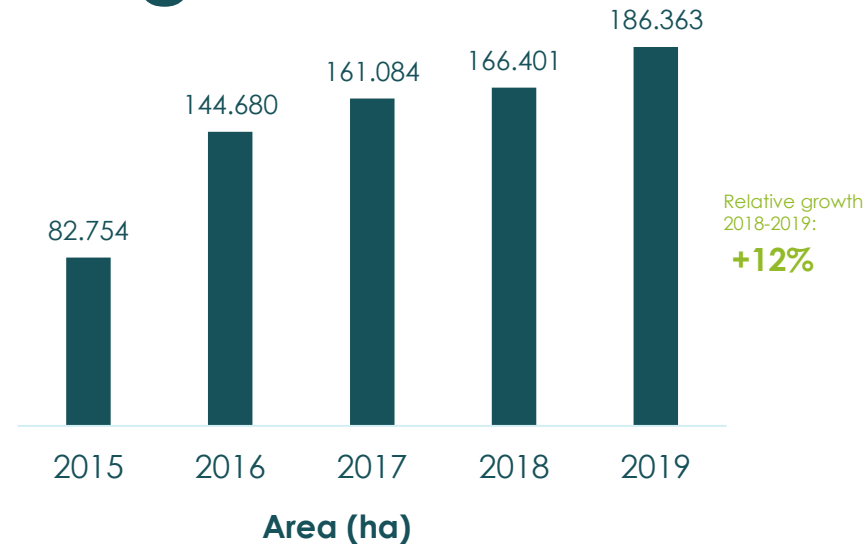
Africa

Cameroon
Côte d'Ivoire
Ghana
Tanzania

Asia

Philippines

Program reach



Program reach



186,363

Area (hectare)

Relative growth
2018-2019:

+12%



2,187

Number of farmers

Relative growth
2018-2019:

+1%



9,242,453

Estimated production (MT)

Relative growth
2018-2019:

+10%



181,975

Number of workers
(seasonal and permanent)

Relative growth
2018-2019:

+14%

Program reach



In 2019, the production area increased by 12% compared to 2018. The main countries that contributed to the total increase were Philippines (7%), Colombia (4%), and Guatemala (3%).

Area (hectare)



In 2019, the number of farmers remained stable vs. 2018 with a slight increase of 1%. The top 3 countries with the most farmers are: Colombia (43% of the global number of farmers), Peru (22%), and Ecuador (11%).

Number of farmers



In 2019, the estimated certified volume increased by 10% vs 2018. The main countries that contributed to the total increase were Colombia (4%), Philippines (4%), and Guatemala (3%).

Estimated production (MT)

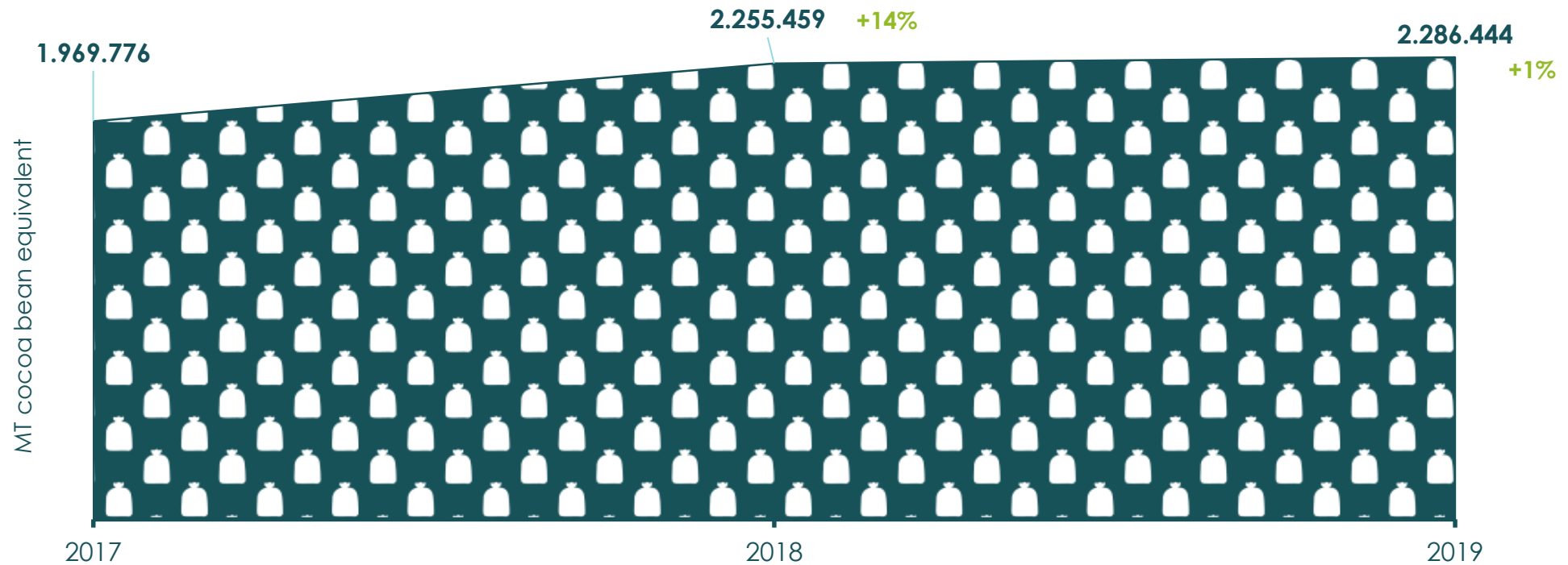


In 2019, the number of workers increased by 14% compared to 2018. This is mainly due to the certification of new farmers in Ghana and Philippines.

Number of workers
(seasonal and permanent)

Global sales

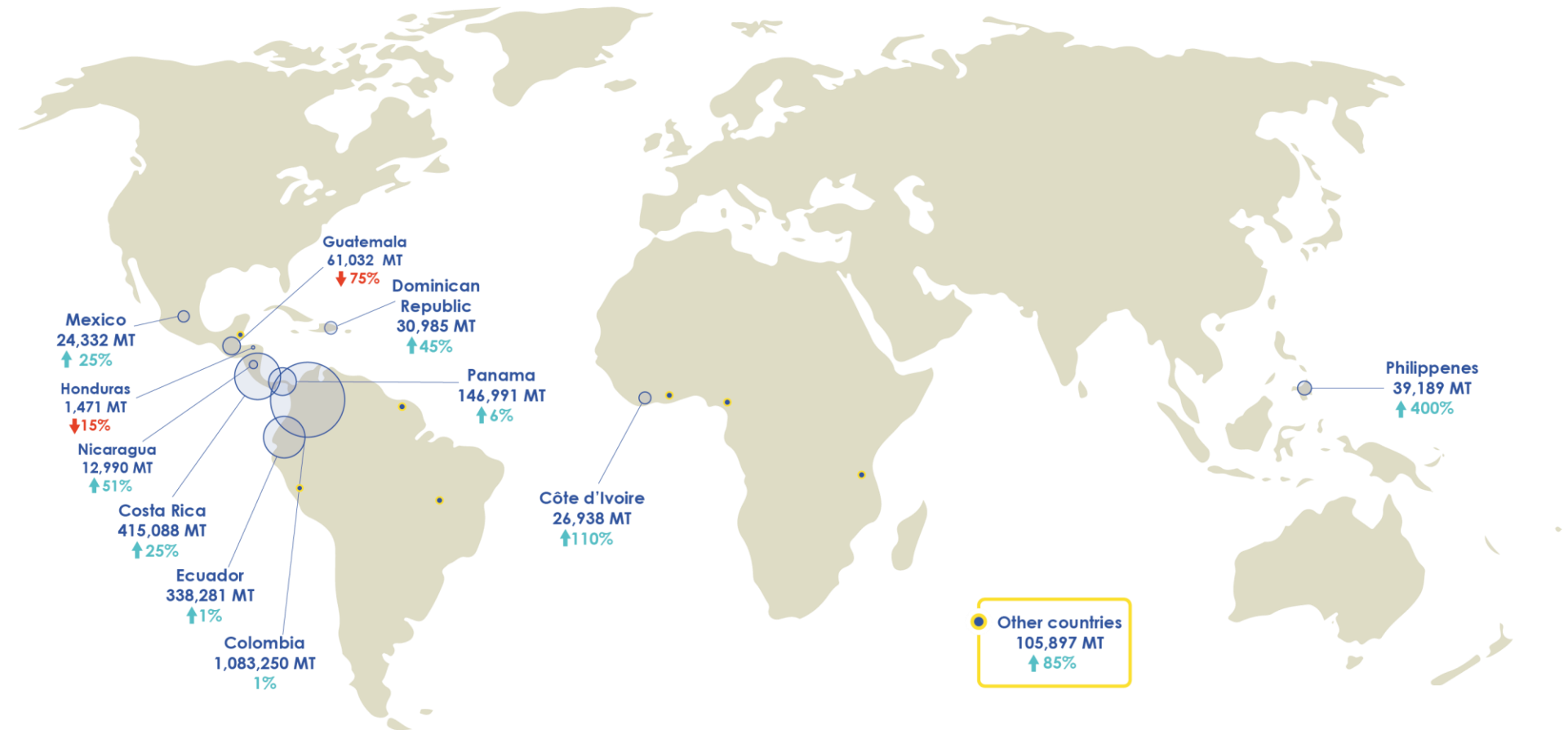
Global banana sales



In 2019, the global Rainforest Alliance banana sales remained stable.

The top 3 countries with the most sales are: Colombia (50% of the global sales), Ecuador (17%) and Costa Rica (15%).

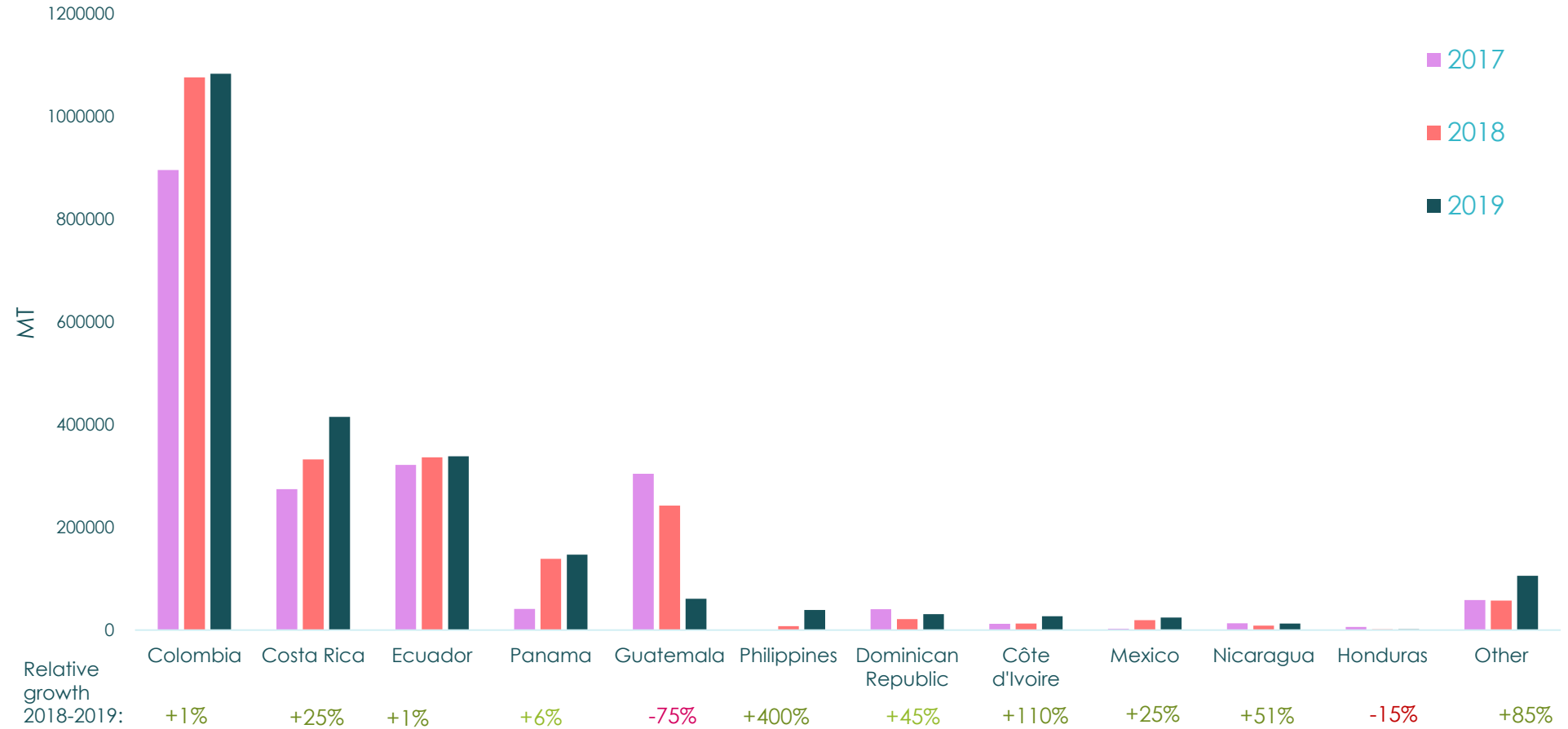
Global sales per origin



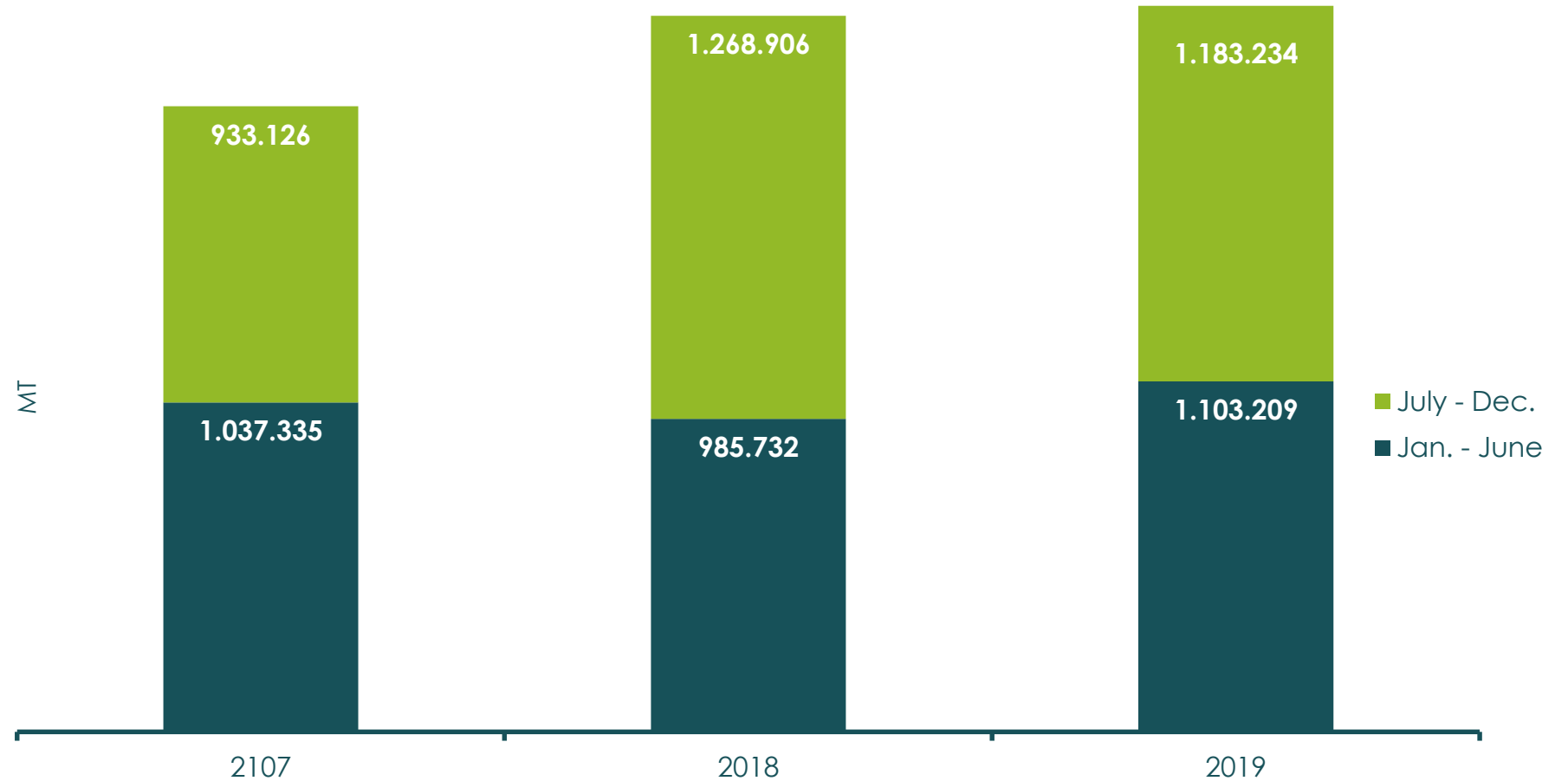
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Global sales per origin



Global banana sales per semester

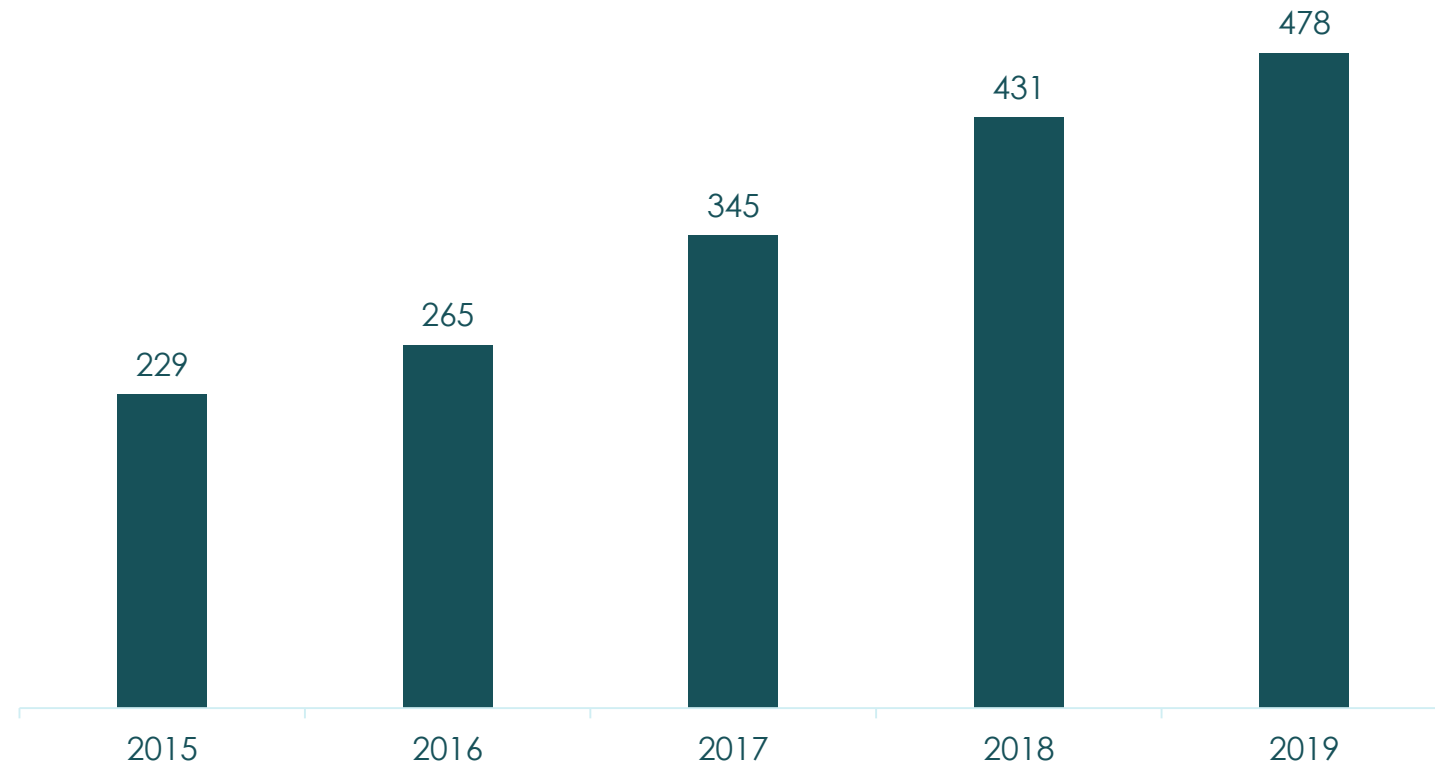


Registered supply chain actors

In 2019 the number of supply chain actors in the banana program increased in all regions. The total number went up with 47 (+11%).

In Europe the number of buyers increased by 20; in Latin America by 16; in Asia by 9; and in North America the number of supply chain actors increased by 5.

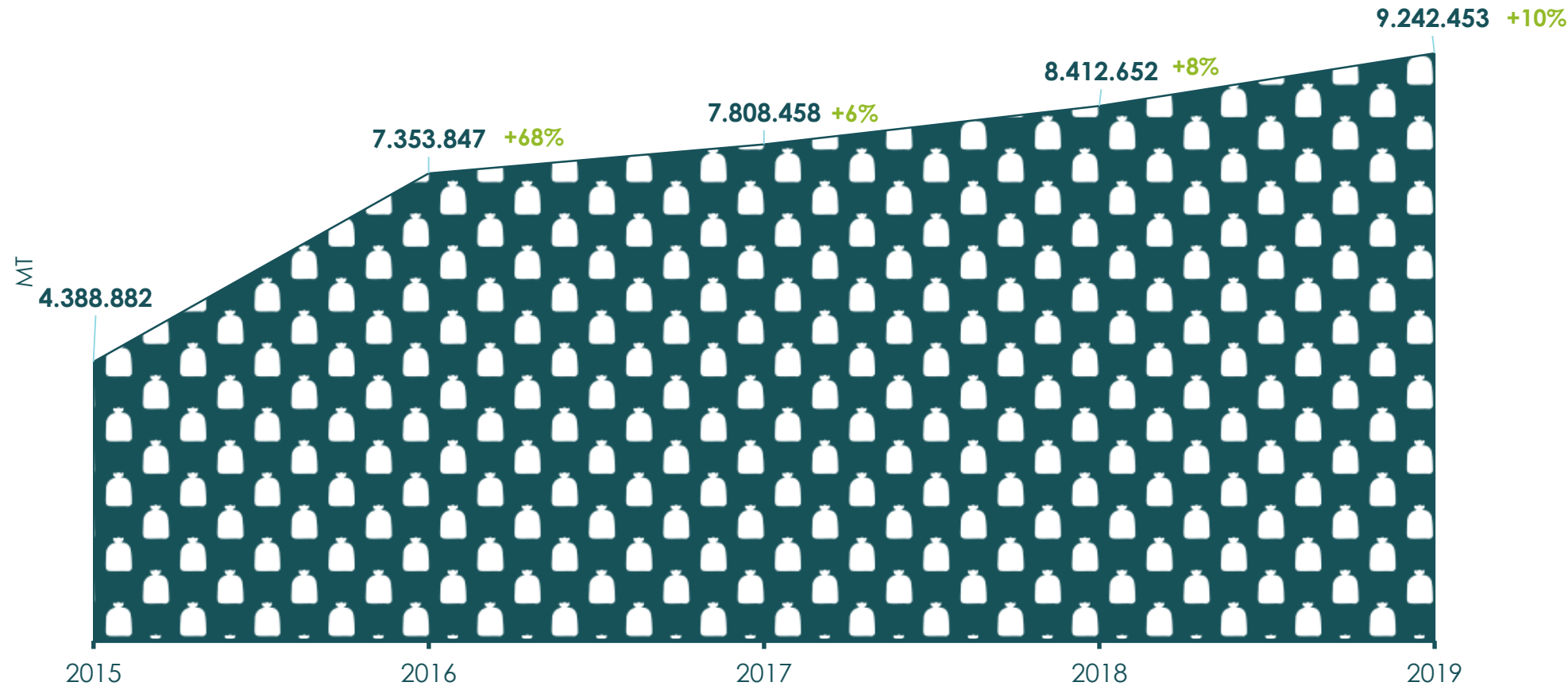
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'Supply Chain Actors' include exporters, importers, traders, and retailers.

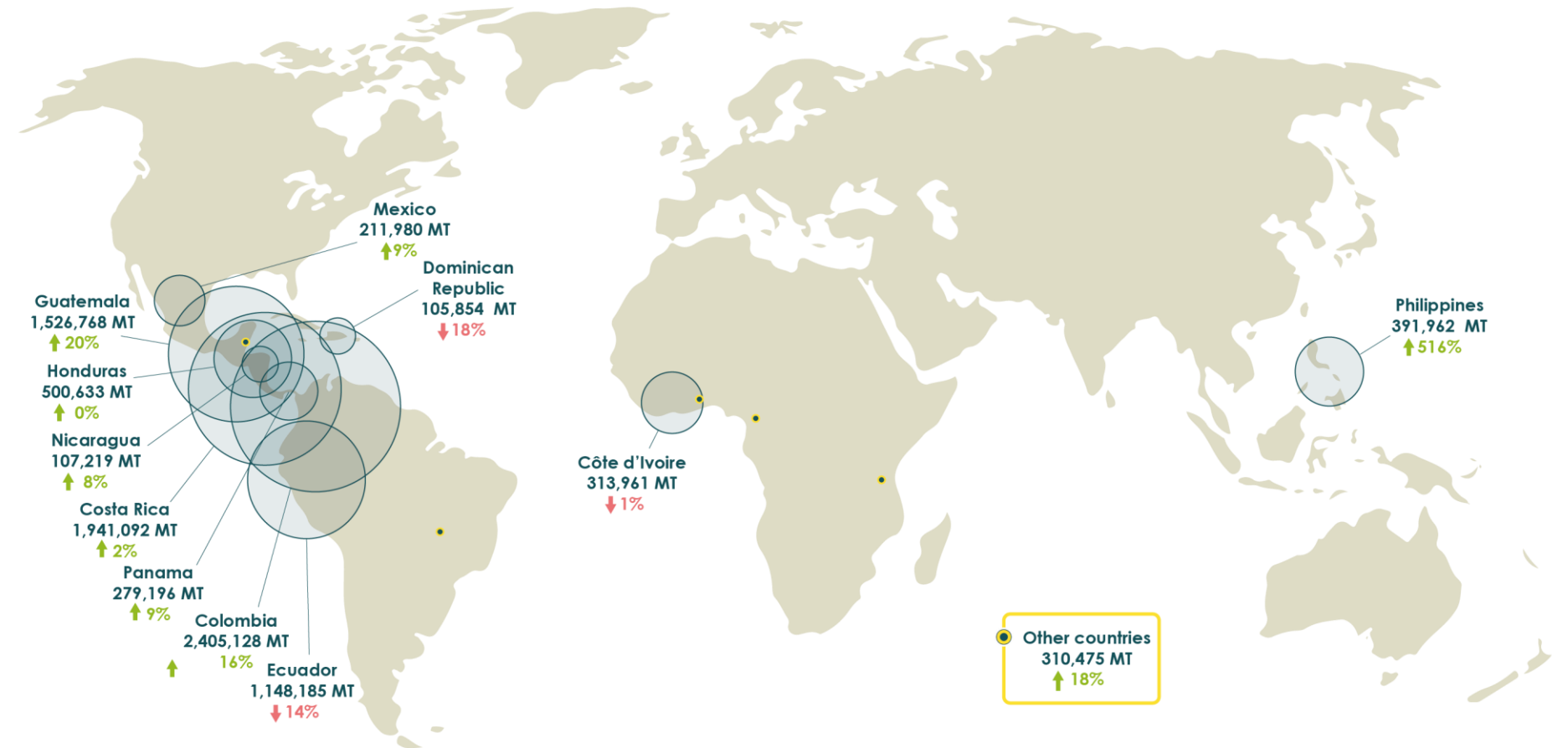
Estimated Production

Global estimated banana production



In line with previous years, the estimated global certified volume increased by 10% with a growth of more than 800,000 MT.

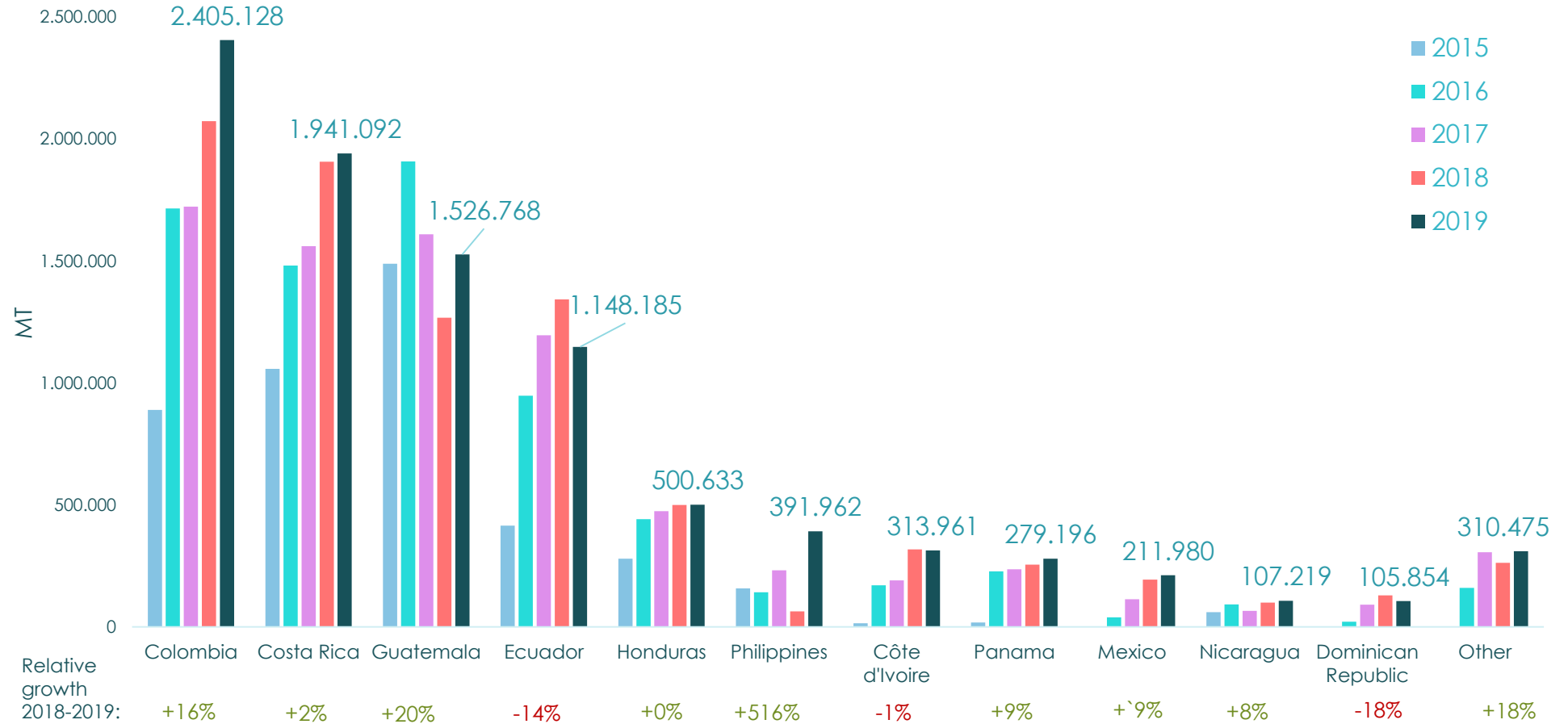
Estimated production per origin



90% of the estimated Rainforest Alliance Certified banana production comes from Latin America, 5% from Africa and 5% from Asia.

The main countries that contributed to the total increase were Colombia, Philippines, and Guatemala.

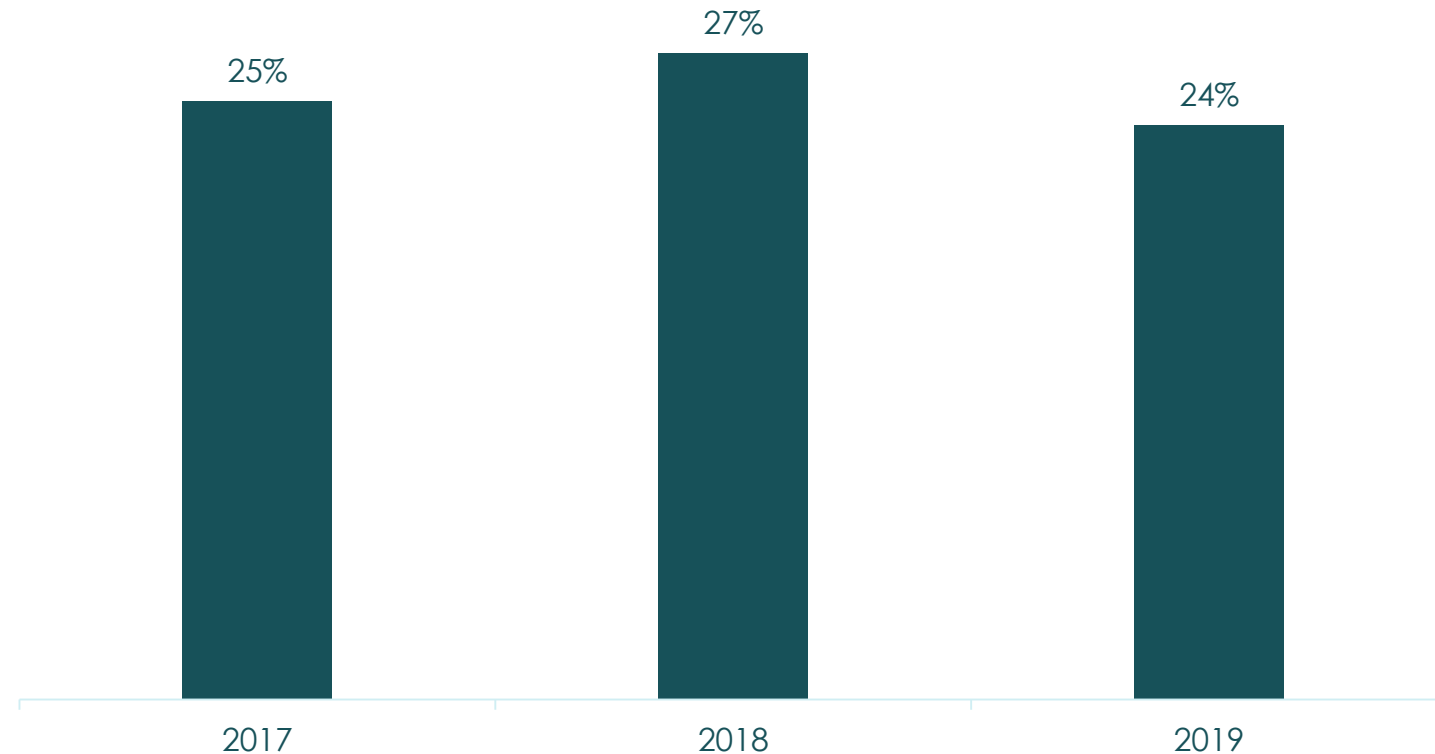
Estimated production per origin



The main countries that contributed to the total increase in estimated global certified volume were Colombia, Philippines, and Guatemala.

Supply and Demand ratio

Supply – Demand trend



% of estimated production sold as Rainforest Alliance Certified

This is based on producer sales and estimated production. It indicates an estimation, not an absolute number.

Producers sold on average 24% of their estimated certified banana volume as Rainforest Alliance Certified.

The supply and demand ratio for the Rainforest Alliance banana program decreased by 3 percentage points, compared to 2018.

Multi-certification

Multi-certification



% Rainforest Alliance
producer groups and
individual farms that were
certified for at least one
other standard

6% Organic

6% Fairtrade

58% Global GAP

6% Other

Double-certification
Rainforest Alliance and
Global GAP is the
predominant
combination with 58%.

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Multi-certified represents the number of Rainforest Alliance Certified[®] banana producer groups and individual farms that were also certified for one or more of the following schemes: Organic, Fairtrade, Global GAP, and other schemes.

Certification data

Estimated production (MT)

Country	2017	2018	2019
Global	7,808,458	8,412,652	9,242,453
Colombia	1,722,135	2,072,529	2,405,128
Costa Rica	1,560,622	1,906,831	1,941,092
Côte d'Ivoire	190,948	318,082	313,961
Dominican Republic	91,484	129,513	105,854
Ecuador	1,194,869	1,342,580	1,148,185
Guatemala	1,609,079	1,267,606	1,526,768
Honduras	474,520	499,451	500,633
Mexico	113,774	194,298	211,980
Nicaragua	65,893	99,707	107,219
Panama	236,827	255,416	279,196
Philippines	231,914	63,670	391,962
Other*	316,338	262,969	310,475

Global sales per semester (MT)

Country	S1 2017	S2 2017	S1 2018	S2 2018	S1 2019	S2 2019
Global	1,037,335	933,126	985,732	1,268,906	1,103,209	1,183,234
Colombia	461,003	434,755	514,684	561,478	524,248	559,002
Costa Rica	132,968	141,280	179,470	152,930	217,526	197,562
Côte d'Ivoire	5,285	6,884	5,433	7,385	1,814	25,125
Dominican Republic	20,661	20,146	8,718	12,603	21,314	9,670
Ecuador	155,287	166,294	163,522	172,977	146,789	191,492
Guatemala	214,822	89,600	6,617	235,797	44,196	16,836
Honduras	5,426	911	533	1,202	840	630
Mexico	299	2,151	6,557	12,971	12,108	12,223
Nicaragua	9,382	3,993	3,517	5,069	6,805	6,185
Panama	5,183	36,154	66,375	72,480	71,316	75,675
Philippines	-	279	3,606	4,228	18,310	20,878
Other*	27,019	31,542	27,209	30,098	37,943	67,955

*Other countries are Belize, Brazil, Cameroon, Ghana, Peru, Tanzania and Suriname

Number of farmers

	2017	2018	2019
Global	1,873	2,168	2,187
Africa	18	16	21
Asia	44	41	51
Latin America	1,811	2,111	2,115

Number of workers (permanent & seasonal)

	2017	2018	2019
Global	-	159,957	181,975
Africa	-	18,158	19,155
Asia	-	3,955	30,884
Latin America	-	137,844	131,936

Area (Hectare)

	2017	2018	2019
Global	161,084	166,401	186,343
Africa	7,108	9,827	11,189
Asia	7,636	1,636	12,539
Latin America	146,339	154,939	162,635