INVITATION TO FAIRTRADE PANEL DISCUSSION: EXPLORING THE TRUE PRICE OF BANANAS VERSUS PRESSURES IN THE BANANA RETAIL SECTOR

Photo: Camilo Pérez

**What is the true price of bananas taking into account economic, social and environmental factors?
How do supermarket banana price wars impact on production practices?**

These are two of the questions that Fairtrade would like to explore with you during a panel discussion to be held on **7ᵗʰ February 2019 on the fringes of the FRUIT LOGISTICA trade fair in Berlin.** The event will take place from 15:30 to 17:00 at the CityCube Berlin (Room M7). The CityCube is located within the trade fair complex and just a short walk away from the main event.

Our discussion will offer you a unique opportunity to gain an insight into the real price of producing bananas while exploring the impact of retail pricing on social and environmental externalities, in particular wages and farmers' income, but also on sustainable production practices.

A presentation on the True Price Study on Bananas will be given by Mr. Michel Scholte, Executive Director and co-founder of True Price. True Price is a renowned social enterprise that specializes in calculating the real price of producing key commodities.

The talk will be followed by a panel discussion, which will include Mr. Scholte himself as well as Mr. Xavier Lazo Guerrero, Minister of Agriculture of Ecuador, Mr. Frank Brassel, Deputy Director of Campaigns and Lobby at Oxfam Germany, Marike de Peña, Chair of the Banana Network of CLAC (Latin American and Caribbean Network of Fair Trade Small Producers and Workers) as well as a representative from the retail sector.

The final agenda and list of panelists will be circulated in the coming days.

Following the panel discussion, we would like to invite you to stay on and enjoy some refreshments with us.

Please let Christine Knickelbein at: *c.knickelbein@fairtrade.net* know by the 4ᵗʰ of February 2019 if you can come to the event. If you cannot make it but plan to send someone else to represent your organization, we would appreciate if you could send their contact information to us.

Looking forward to seeing you in Berlin!
Fairtrade Banana Team

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