no enlaza a trabajadores con consumidores

trabajador bananero: 1.5c
dueño de la plantación: 10.5c
importador/madurador: 1.7c
arancel de la UE: 5c
minorista supermercado: 10c
empresa comercializadora: 25%
madurador: 8%
productor: 25%
Para cada dólar gastado por el consumidor...
supermercado: 42%

Banano exportado al mercado británico (2004)

Banana exportado al mercado estadounidense (2001)
SUSTAINABLE BUSINESS is more than SKIN DEEP

STRATEGIC INNOVATION
Consumers love healthy food, if it’s tasty and convenient. Over the past years we have invested €65 mill in product research, development and marketing to create produce that people just can’t resist.

IMPROVED PRODUCT QUALITY
A new system for monitoring temperature in the value chain has reduced deviations by 60 percent, improving product quality and reducing waste.

LOCAL PROJECTS
Cooperating with suppliers, local unions and authorities, we are engaged in several projects that improve working conditions at the farms, and also help promote sustainable local communities. For us, this is good citizenship, not charity.

A SMALLER CARBON FOOTPRINT
In 2010, BAMA reduced its CO2 emissions by 4.4 per cent, mainly through smarter energy use and waste handling. By 2015, BAMA aims to monitor the carbon footprint of 80 per cent of the sales volume.

ETHICAL TRADE
BAMA works systematically to create good working environments at production plants. Employing an approach based on social dialogue, we help our suppliers improve conditions and local economic impact through process and collaboration.

At BAMA we know that success in the fresh produce business means going deeper, to make our business sustainable and predictable. It means working with our partners towards ambitious targets, reaching far beyond what each of us could accomplish alone. We know that action speaks louder than words.

For 125 years, BAMA has been Norway’s leading importer of fruit and vegetables. We source from 150 producers in 80 countries and assume end-to-end logistics responsibility all the way from the supplier to the customer in Norway. We drive the development in one of Europe’s strongest fresh produce markets, with Norwegians consuming 10 per cent more fruit and vegetables than they did five years ago.

To learn more about BAMA’s commitment to social responsibility, go to www.bama.no/csr and visit us at Fruit Logistica: Hall 3.2 / Booth A-14.
Strategic Cooperation with Norwegian Government
Denuncias sobre problemas de libre sindicalización

Firma noruega exige cuentas a Dole por presión sindical

Krissia Morris Gray
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Foto: Daniel Rodríguez Martínez

La empresa Bama, de origen noruego y que es uno de los clientes más importantes de la compañía Dole Standard Fruit Company, llamó la atención a la firma bananera, debido a que hasta el mercado europeo han llegado las quejas de los sindicatos, quienes denuncian problemas de libertad sindical y de libre asociación, situación que causa preocupación en Noruega.

El “jalón de orejas” ocurrió en el marco de la “Primera Jornada de Responsabilidad Social”, convocada por Dole Standard Fruit Company, que...
Kamp mot bananrepublikker
One method in our CSR approach:
Dialogue - social dialogue

Multiple paths to achieve social dialogue
Thank you!