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Voluntary Certification versus Regulation

Dr. Pedro Morazán
Institute SÜDWIND

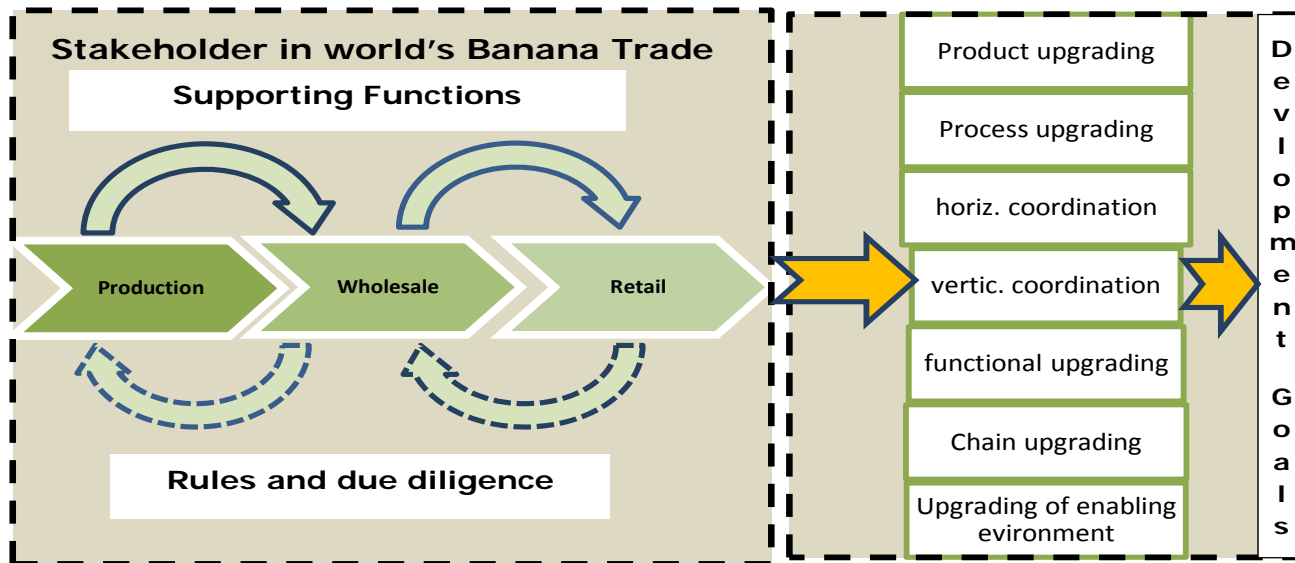
Benefits:

- Small producers paid a fair price.
- Fair Trade supports measures to improve access to social care
- Stimulates small producer organisation initiatives
- Guarantee access to consumer countries markets etc.

Problems:

- Associated costs of certification are borne almost completely by the producers.
- Benefits of certification are reduced when international market prices high.
- Plantation waged labour is not currently adequately represented.
- Problems exist in auditing mechanisms and evaluation.

World's Banana Trade: Governance and Global Value Chain



Domain of Governments and developmental organisations in producing and consumer countries.
Enterprises and their organizations, Trade unions

Domaine of Private sector- Organisations in Banana trade, individual enterprises, Trade unions, Cooperatives: Living wages

Three reasons for regulation

- Regulating banana and other fruit activities, based on market principles is a function of national legislation and should therefore be represented in EU legislation.
- As such it should fill the existing gaps as these activities are vertically integrated and are in fact not complicated. Existing CSR do not cover all, especially when it comes to businesses operating overseas.
- Currently, human and labour rights violations in banana and other fruit production comes directly or indirectly from the concentration of power in the Global Value Chain. Victims do not have access to justice due to the existence of a numerous amount of obstacles that can only be overcome by changing the national legislation of the consumer countries, in this case the EU.



Thank you!