

# V FAIRTRADE BANANA FORUM

Santa Marta,  
Colombia  
2025



# SPONSORSHIP KIT



# ABOUT US

## BE PART OF THE FIRST FAIRTRADE COFFEE FORUM

Our forum is a meeting point and a space for dialogue for producers, retailers, roasters, buyers, importers, exporters, non-governmental organizations and experts linked to the Fairtrade banana value chain.







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CLAC



FAIRTRADE

# Fairtrade Banana

CLAC - BANANA NETWORK  
INFOGRAPHIC



www.clac-comerciojusto.org

Sources: Primary information provided by the CLAC team.



Colombia  
Costa Rica  
Dominican Republic  
Ecuador  
Mexico  
Nicaragua  
Panama  
Peru  
Saint Lucia



Offer of banana varieties Cavendish, Baby banana and Banana puree.



Fairtrade Production has taken up to 12% of savings in irrigation water on farms in Colombia.



Fairtrade production has led to reductions of up to 29% of Green-house Gases in farms in Colombia.

CLAC - Banana Network represents and articulates the Fairtrade Small Producer Organizations on the continent. This is one of the Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC) product networks.



**107**

Small Producers Organizations

**10210**

banana-producing families

**18591**

workers in banana plantations

**32.7**  
million dollars  
Fairtrade premium.



Seasonality:  
January - December



**18**

countries import bananas in the Fairtrade System.



**130**

banana plantations in Latin America and the Caribbean.



**1.2** MILLION

metrics Tons of total production per year.



**43929**

total hectares of production.



**Equity**

Women and men are treated equally and fairly in the Fairtrade System.



**Transparency**

Transparency and dialogue in business relationships are basic principles of Fairtrade.

**Other certifications**

Global GAP, Organic, and Demeter.

The results of the farms' evaluation that are in the PIP (Soil Health Program) show the numbers displayed in the infographic.

# SPONSORSHIP OPPORTUNITIES

Diamond Platinum Gold Silver

INVESTMENT	\$20 000	\$10 000	\$5 000	\$1 500
Panel Opportunity	✓			
Logo on the event spaces (except main space)	✓	✓	✓	✓
Logo in main space	✓	✓		
Logo in social media	✓	✓	✓	✓
Space in exhibition area	✓	✓		
Logo on promotional kits	✓	✓		
Tickets included	5	3	2	2
Discount on additional tickets	5	3	2	1
Logo on landing page	✓	✓	✓	
Social media mentions	✓	✓	✓	
Logo in promotional video	✓	✓		
Interview of delegates	✓	✓		
Logo on lunch tables/ Small presentation	✓			
Logo on badges	✓			
Digital photo package	✓	✓	✓	





# ADDITIONAL SPONSORSHIP OPTIONS

## COFFEE BREAKS



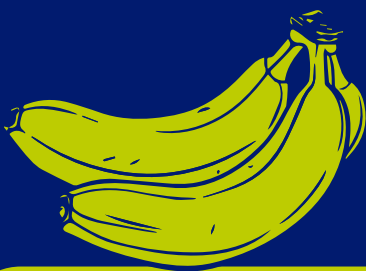
Finance the coffee breaks of the event and get your brand's visibility



## LUNCH



Customize the lunch to make it a unique experience that participants associate directly with your brand



## COCKTAIL NIGHT



Sponsors the Golden Cup Awards Cocktail Party





# CONTACT US



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