



"EL GUABO"

Fair Trade Public Procurement Can Make a Difference!

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History and Key Figures of the APPBG



- APPBG was legalized in 1997, exported first container to Switzerland in 1998 with 14 founding members.
- Associative commercialization through Agrofair
- At this moment we are 430 members from 4 provinces: El Oro, Azuay, Guayas and Bolívar distributed in 15 base groups.
- Main markets: Switzerland, Finland, Italy, US, UK, New Zealand.
- Average volume: 40.000 boxes per week.

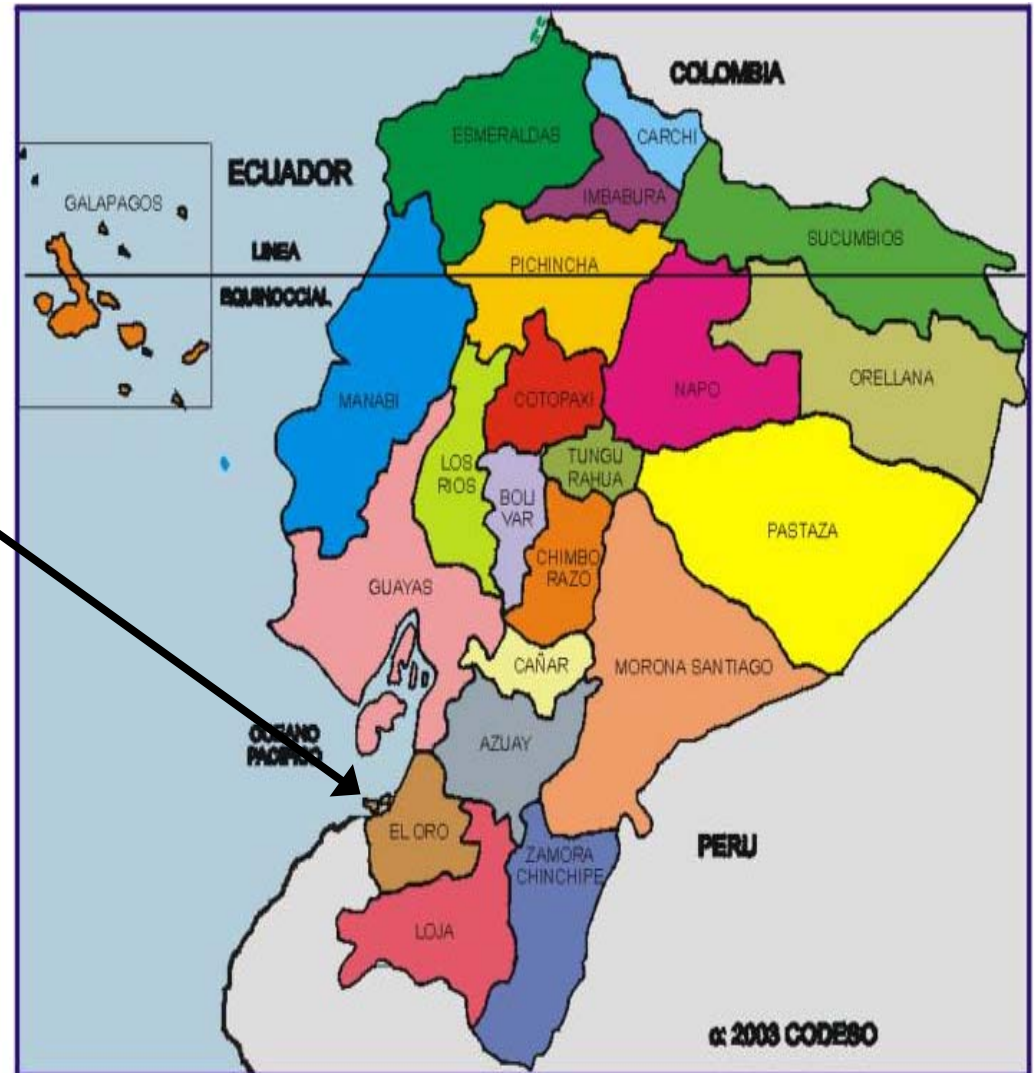
La APPBG



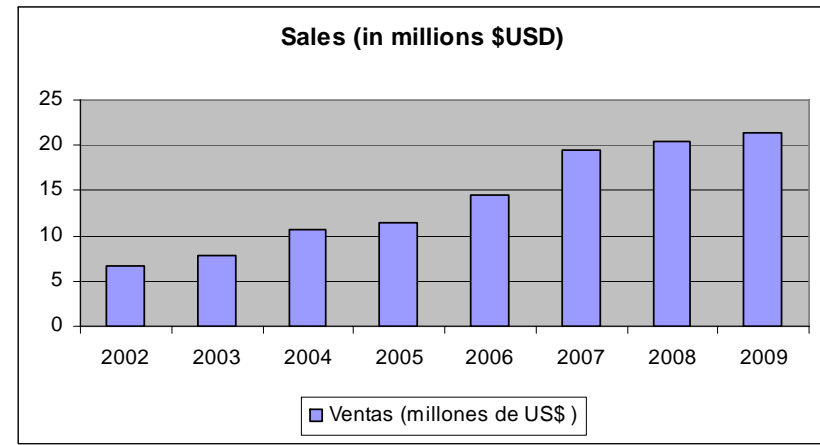
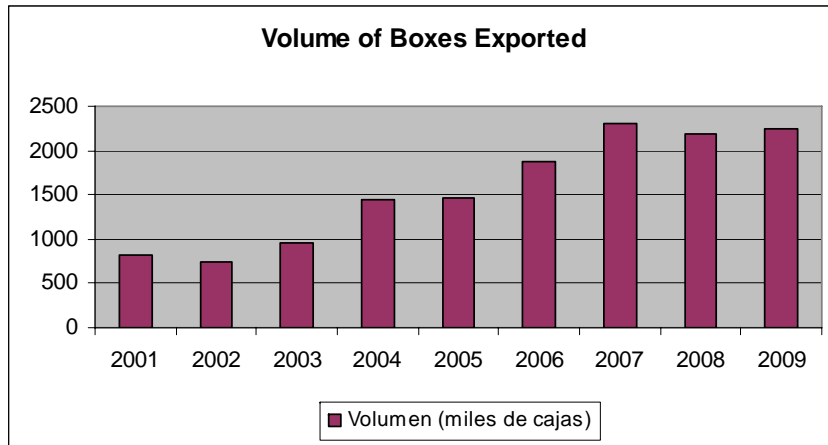
The Municipality of El Guabo is situated at the North West of the Province El Oro. Main economic strategy is agriculture, mostly bananas.

In the city center of El Guabo are the offices of the APPBG. About 40 persons are registered on the Payroll of the APPBG.

Producers are located from the Peruvian border until the orito producers in the province of Bolivar (border Los Rios).



Volume exported and Turnover



- El Guabo is the 23rd largest exporter of Ecuador (0.74% of weekly volume)

Our Mission Statement



We are an organization of Ecuadorian small banana producers, dedicated to satisfy the demand of our customers with high quality standards, supported by the Fair Trade system, aiming to improve the conditions of our members and to improve our environment in social, environmental and labor terms.

Our vision



The Association of Small Banana Producers “El Guabo” is and will be the world leader in the export of bananas for the Fair Trade market, controlling its logistics; diversifying its range with other tropical products, being a role model of social enterpreneuring with active participation in national agricultural politics.

Services delivered



- International Trade Department:

- Sales
- Technical Assistance
- Quality Control
- Certifications
- Packing materials
- Palletizing and loading of containers/vessels
- Export document handling
- Payment of Producers

- Social & Environmental Improvement Program

- Administration Fair Trade Premium
- Implementation Social & Environmental Projects
- Project acquisition and management
- Organizational strengthening of base groups
- Public Relations

IMPACT OF FAIR TRADE



- **Small producers are still in business.**
- **Trading your products directly at a fair and stable price gives self-esteem.**
- **Basic needs are covered thanks to Fair Trade: stable income, access to credit, access to health care and education.**
- **Technical Assistance to improve Quality and Productivity.**
- **Being recognized as a socio-economic role model has increased influence on public policy.**
- **Formation of community leaders.**



SOME EVIDENCE: LIBERTAD 2003-2010



Office of Libertad – Build in 2003 with Fair Trade
Premium. \$35.000

SOME EVIDENCE: LIBERTAD 2003-2010



Childrens Playground with the statue in memory of the founder of El Guabo “Jorge Ramirez”

SOME EVIDENCE: LIBERTAD 2003-2010



Meeting Room of Libertad

SOME EVIDENCE: LIBERTAD 2003-2010



Warehouse of carton and packing materials – Build in 2006 with Fair Trade Premium - \$22.000

SOME EVIDENCE: LIBERTAD 2003-2010



Tilapia pond, a house for the guardian and a cocoa dryer

2007 - \$30.000

SOME EVIDENCE: LIBERTAD 2003-2010



Central warehouse for palletization and loading of containers. Build with Fair Trade Premium 2008-2010.
\$20.000

SOME EVIDENCE: LIBERTAD 2003-2010



Elaboration of Organic Fertilizers: Bioles and Compost –
Proyectos promoted by GTZ Fomrena (in 2002) and
ACDI-VOCA (2009)

SOME EVIDENCE: LIBERTAD 2003-2010



Support to education: Construction of the school,
donation of computers and a teacher for the school.

Period 2003 -

WHY FAIR TRADE AND PUBLIC PROCUREMENT?



- **Fair Trade should be the rule for all commercial transactions, including Public Procurement.**
- **Raising awareness contributes to the creation of demand.**
- **The Best Aid for small banana producers of El Guabo is Fair Trade, embedded in long-term relationships.**
- **It contributes to growth of the organization, decreasing poverty and migration from the field to the cities, US or Europe.**
- **Generates resources to continue investing in existing members, the organization and partnerships in new public and private projects.**

