

MEET OUR PRODUCER PARTNER

MARIANA COBOS

El Guabo Cooperative | ECUADOR



Mariana has
been producing
bananas since
2004

Before becoming a member of El Guabo Cooperative in 2008 Mariana struggled to make ends meet when traditional banana brokers did not pay a fair price for her bananas. These middlemen traders were the only place she could sell her bananas before joining the coop. Mariana now grows bananas on 11.5 hectares in La Libertad, Ecuador.



In 2016, Mariana visited the United States as part of the celebration of Equal Exchange's ten years in bananas. As shown above, she was overjoyed to find her bananas in the ripening rooms and again on the store shelf.

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BENEFITS OF A SMALL FARMER COOPERATIVE



- Fair price based on international standards set by a third-party
- Participation in the coop's democratic process like voting on how Fair Trade premium will be used
- Technical assistance and quality training
- Security of sale through annual contract with the cooperative
- A platform to share market information

PHOTO: Members of CEPIBO cooperative in Peru receive on-farm technical assistance and training on crop production methods.

THE EQUAL EXCHANGE BANANA SUPPLY CHAIN



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