

# The gebana Model – More Impact in the Global South

Philippe Schenkel



**FAIR TRADE**  
**TOWN CONFERENCE**  
2021



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Workflow Innovation – 19 November 2021



Global Farmers Market



**WE ARE**

**CHANGING**

**THE RULES**



# The gebana Model

MORE IMPACT IN THE GLOBAL SOUTH

***Philippe Schenkel***

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Head of Marketing



Global Farmers Market

## OUR ORIGINS

*gebana* *gerechte Banane*



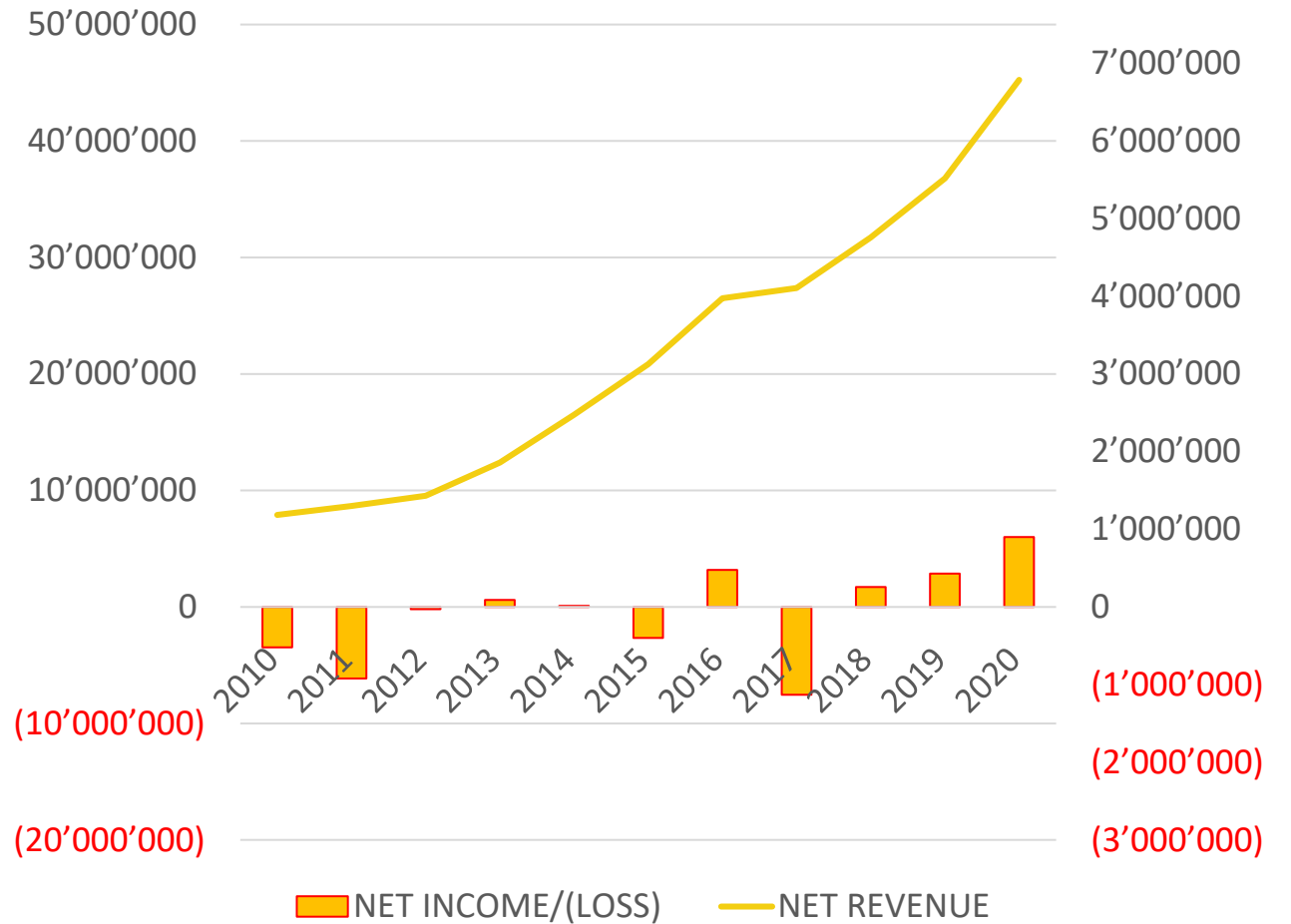
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# GEBANA TODAY

- Nuts, dried fruits, fresh fruits
- Production, B2B, B2C
- Revenue > 40 Mio. EUR
- Buying from >6500 farmers directly
- 780 employees, 94% in global south
- Invested in
  - Burkina Faso (65%)
  - Brazil (90%)
  - Togo (80%)
  - Greece (20%)
- Access to market platform





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## OUR VISION

**Together** we change global trade in  
favour of **family farmers**, **local economies**  
and the **environment**.

# “CUSTOMER IS KING.”

Let’s change this rule!



**WE**

only send our fruit when it is ripe.  
The taste is what counts above all; meaningless standards such as size and colour are of no concern to us.

**YOU**

*order in advance and wait for the harvest time. That way you get products that are ripe and full of flavour.*

**WE**

sell large packages that come directly from the country of origin. This is more efficient, reducing not only waste but also food miles.

**YOU**

*buy large quantities and share the contents of the bulk packs with others.*



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# "MAXIMUM RETURN, MINIMUM RISK."

Let's change this rule!



**WE**

take risks and  
invest where  
others won't to  
create jobs  
through local  
processing.

**YOU**

*can invest in gebana  
as well. It's risky, but  
your money will work  
towards a more sus-  
tainable economy.*

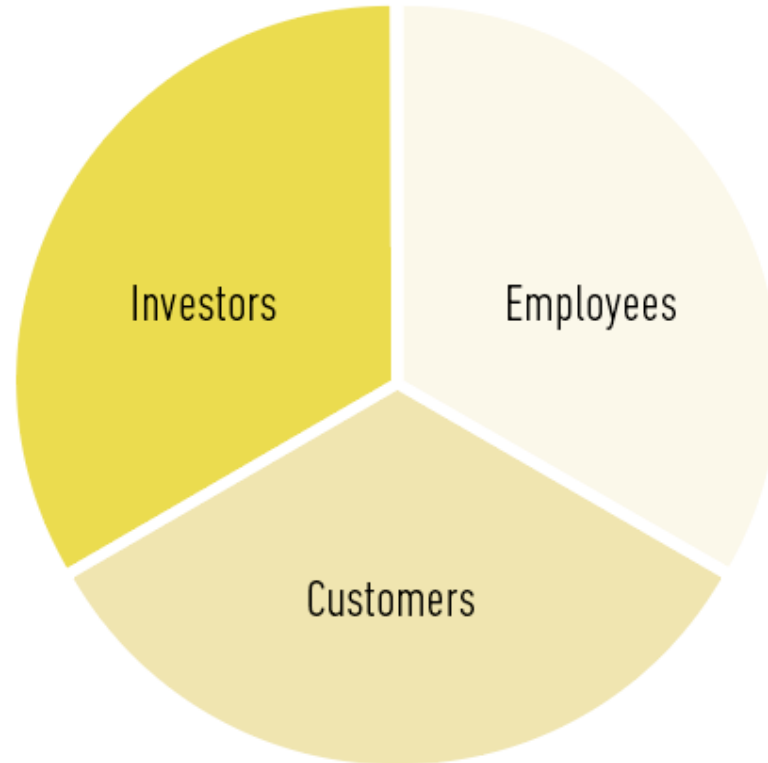




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# “THE WINNER TAKES IT ALL.”

Let's change this rule!



**WE**

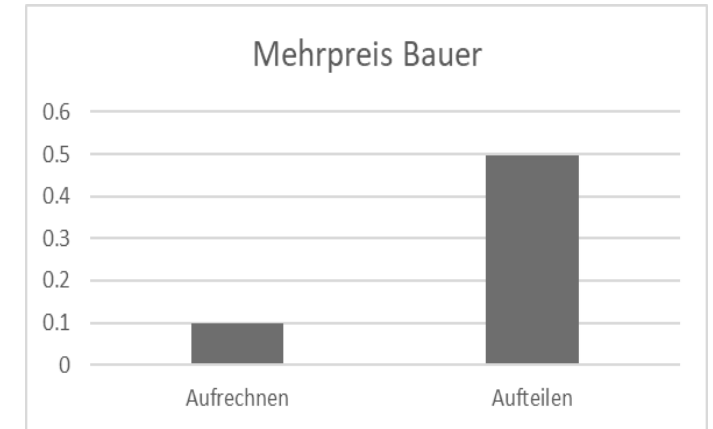
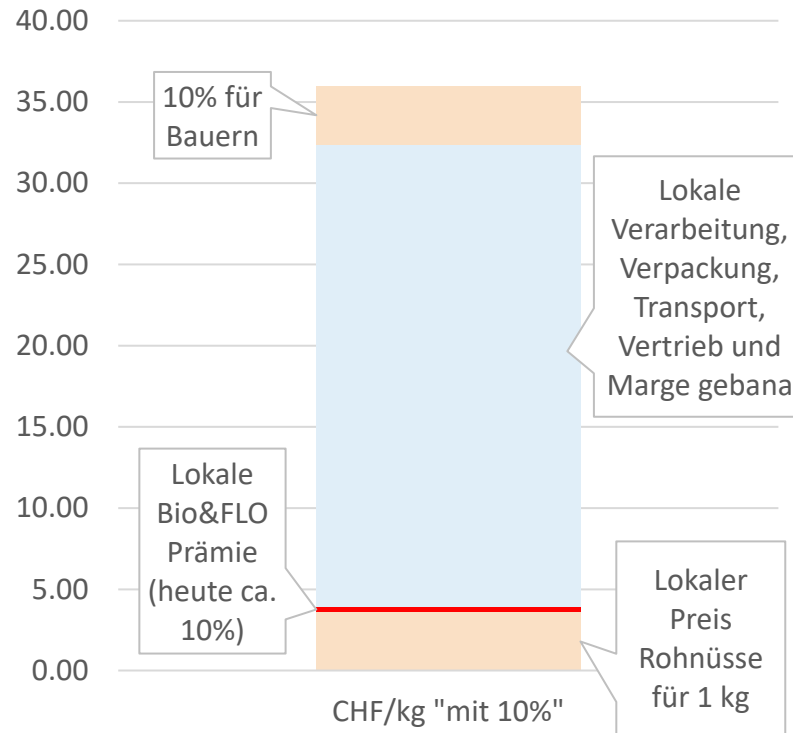
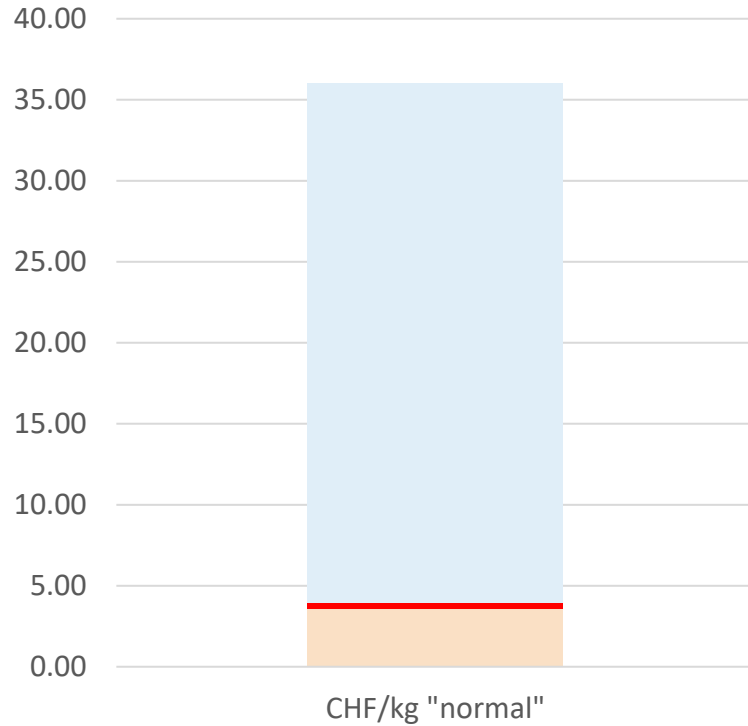
share our turnover with the family farmers and our profits with our customers, investors and employees.

**YOU**

*are a part of this system and your involvement makes it possible in the first place.*



# REVENUE SHARING EXAMPLE CASHEW





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# gebana Modell

## GEBANA IMPACT MODEL

- Focus on improvement and implementation
- Holistic and oriented towards the long term
- Measurement & Reporting
- Sharing revenue and profits





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# PROGRESS & CHALLENGES

## Progress

- Model implemented in Burkina Faso, Togo and Greece
- Next: Tunisia, Brazil, Kenia?

## Challenges

- Cooperatives hesitant
- Farmers have to wait a long time for their 10%
- Cash payments risky
- Dilution due to B2B sales



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# Thank you!

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