

FARM TO KITCHEN: THE PATH OF AN EQUAL EXCHANGE BANANA



**FELIX LOJA (AND OTHER FARMERS)
PLANT AND CARE FOR YOUR BANANA ON THEIR
SMALL-SCALE FARMS IN ECUADOR AND PERU**

**AFTER 12 MONTHS OF GROWTH,
BANANAS ARE HARVESTED**



**AT PACKING STATIONS, THE BANANAS
UNDERGO QUALITY INSPECTION, ARE WASHED
STICKERED, AND PACKED INTO BOXES**





**FARMERS CHOOSE THE MODE OF TRANSPORT
TO THE CENTRO DE ACOPIO,
HORSEBACK OR TRUCK?**



**AT THE CENTRO DE ACOPIO, BOXES ARE LOADED
INTO REFRIGERATED** SHIPPING CONTAINERS
(EACH BOX IS 40 LBS, 960 BOXES PER CONTAINER)**

****BANANAS ARE VERY SENSITIVE TO TEMPERATURE CHANGES
AND MUST BE HELD AT 58-59°F UNTIL THEY ARE EATEN!**



BANANAS SHIP TO THE USA (9-11 DAYS)



**CONTAINERS ARRIVE AT THE PORT
AND UNDERGO AGRICULTURE INSPECTION**

**GREEN BANANAS ARE
RIPENED, USING A NATURAL GAS
CALLED ETHYLENE, IN RIPENING
ROOMS SUCH AS THESE ONES
(4-5 DAYS)**



**DISTRIBUTORS DELIVER YELLOW
BANANAS TO A STORE NEAR YOU!**



TOTAL TIME FROM FARM TO KITCHEN: 4-5 WEEKS

**AFTER ALL THAT, CAN YOU BELIEVE YOUR BANANA IS ONLY .99¢/LB?
LEARN MORE AT BEYONDTHEPEEL.COM**