





Trace the route the banana takes from field to table.

12



4



5



6



8



3



1



9



10



2



11



7



HEMOS LOGRADO CON EL TRABAJO EN EQUIPO PRODUCIR
FRUTAS DE OPTIMA CALIDAD
EN HARMONIA CON EL MEDIO AMBIENTE













CERD-FLOP





PUNCAH

MANTENEN NIVEL
DESLAME







FDPD
200042 Z



Say yes to the best



Say yes to the best!



53'



Golden-red apple

Red apple

Del Monte Quality
GUATEMALA #4011

FUJI
4129-

GUATEMALA

#4011



THE BASICS OF SHIPPING BANANAS

If temps rise a few degrees, premature ripening and shrinkage occurs

Ideal temp = 58.0°F / 14.4°C

If temps drop a few degrees, the banana develops dark spots and won't ripen properly



The Advantages of EMERSON'S FRESH INNOVATION

Emerson's Copeland Digital Scroll Compressor

+/- 0.5°F (+/- 0.3°C) precise temperature range

46% more energy efficient

\$10 million saved in fuel costs

\$500 million saved by reducing shrinking and spoilage

15% reduction in carbon emissions

A Banana's LONG JOURNEY to Your Local Store

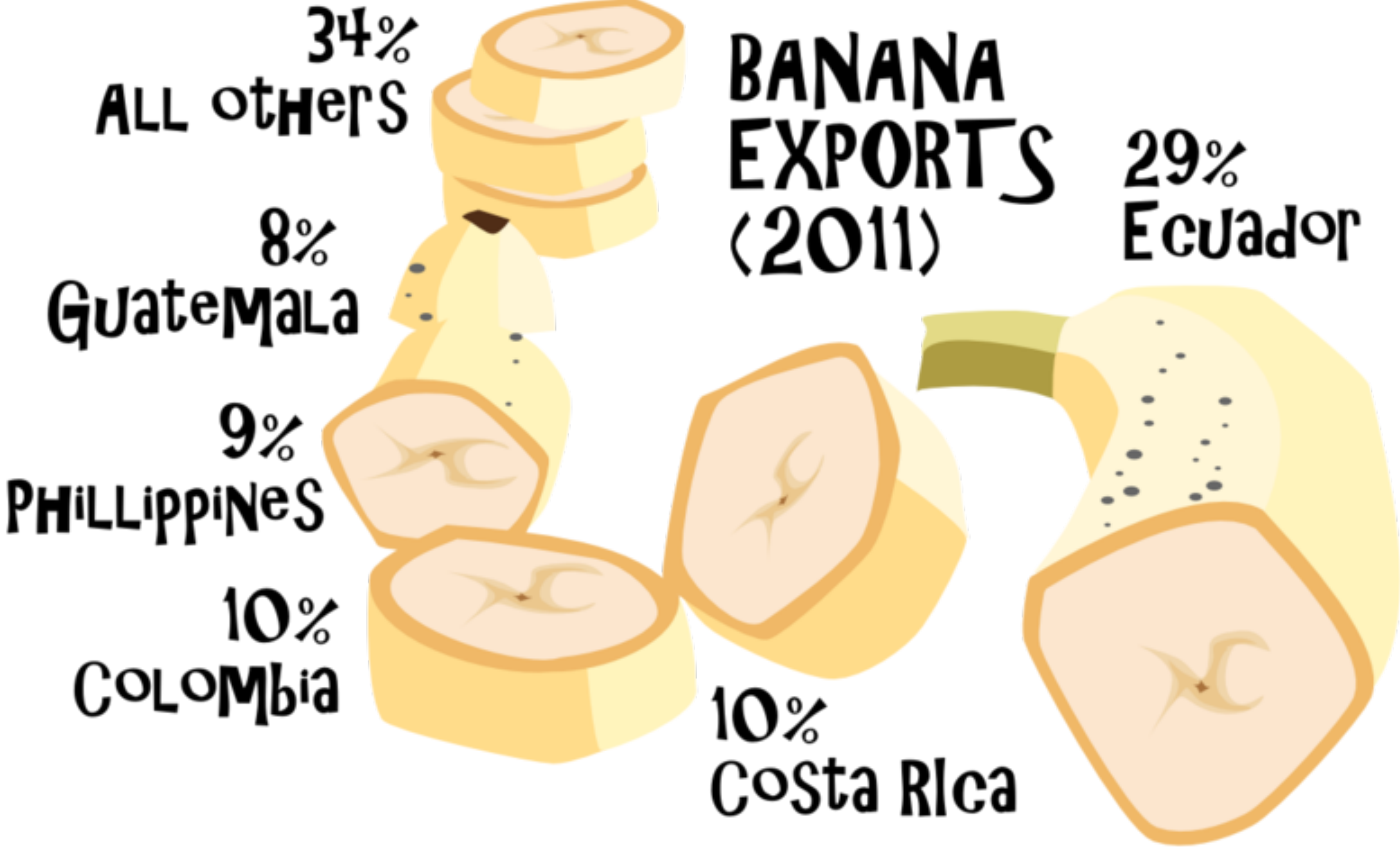


Why Bananas Are SUCH A BIG DEAL

37 billion pounds of bananas are shipped globally each year

Bananas are consumed in every country on earth, but are grown in only a few

BANANA EXPORTS (2011)



Price in retail shop

Retailer 42%

Ripening facility and wholesaler 15%

Price when entering importing country

Import duties and importer 7%

Unloading in Europe 5%

Overseas shipment and insurance 11.5%

Taxes and exporter 4.5%

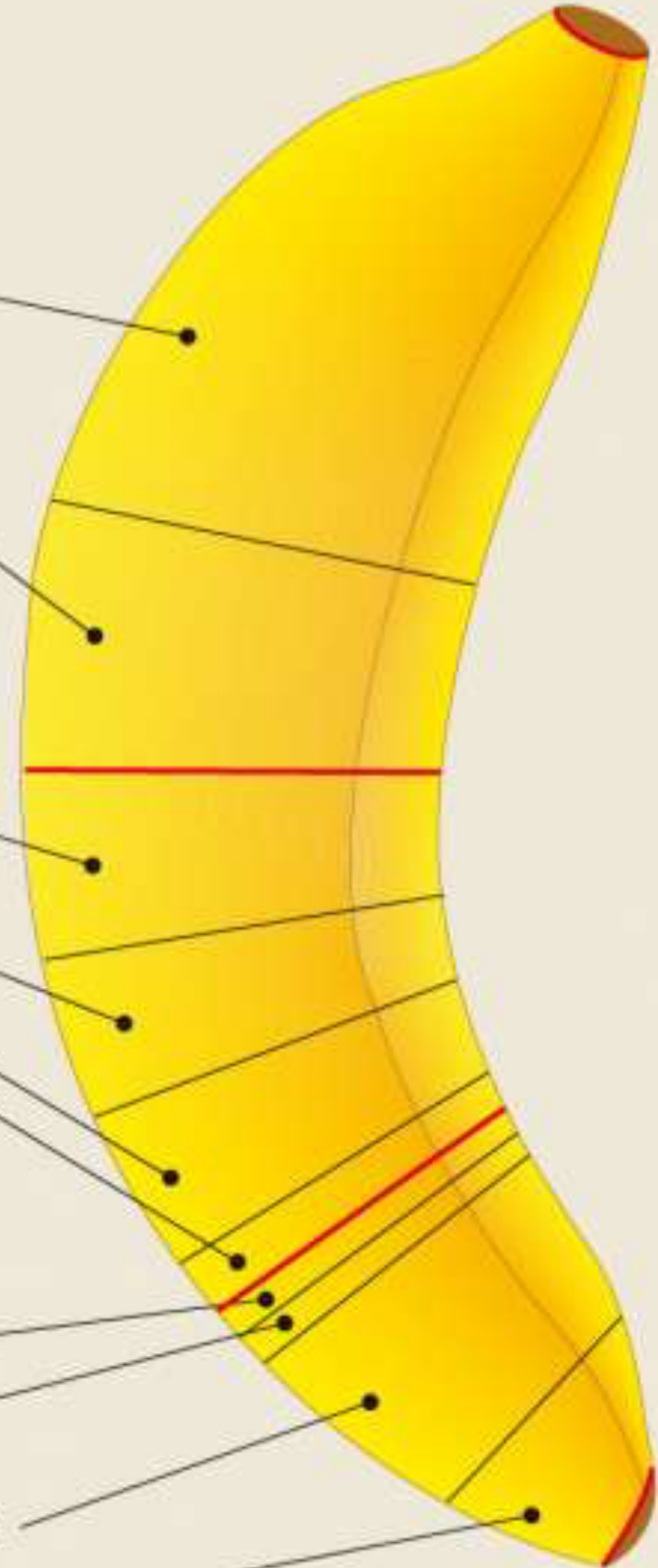
Price when leaving exporting country

Loading the ship 1.5%

Rail and lorry transport to harbour 1.5%

Harvest and packing 7.5%

Plantation maintenance 4.5%



8635E_2

THE (MONKEY) BUSINESS OF BANANA RIPENING

