



WHY SMALL FARMERS?

Small farmers
transform local
economies

 **EQUAL EXCHANGE**

equalexchange.coop/produce

A graphic featuring several green banana leaves scattered around. At the bottom, a green hand holds a yellow banana. The banana has a small red logo on it. The background is dark.

ORGANIC

CO-OP SUPPLY CHAIN

FAIRTRADE

SMALL-SCALE FARMER

**NOT ALL
BANANAS
ARE
CREATED
EQUAL**

equalexchange.coop/produce

 **EQUAL EXCHANGE**



ORGANIC FAIRTRADE SMALL FARMER GROWN BANANAS

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“For 24 years, I have been a full-time farmer with a 0.5 hectare banana farm. Thanks to the co-op, I have stable and secure sales outlets for my bananas, our members are treated well, and we are able to provide for our families.”

José Carreño Castro
Farmer Member of Cooperativa
Río y Valle, Peru



Fairtrade. Organic.
Small Farmer Grown.
equalexchange.coop/produce



Scan to read more
about Río y Valle Co-op

THE JOURNEY OF AN EQUAL EXCHANGE

BANANA



GROWN ON
SMALL FARMS

**IN ECUADOR
AND PERU**

HOW THE COUNTRY'S
FAVORITE FRUIT GETS
FROM FARM TO KITCHEN

Available at stores
and food co-ops
across the U.S.



• 4 WEEKS AFTER HARVEST •



**YELLOW
BANANAS**

ARE READY TO GO HOME

WITH YOU



— ALL 960 CASES —
LOADED INTO A

**RIPENING
ROOM**



DELIVERED
BY TRUCK

— TO THE —

WAREHOUSE



EXAMINED AT
THE PORT
FOR



CUSTOMS

AND AGRICULTURAL
INSPECTION

LOADED WEEKLY INTO
CONTAINERS

EACH WITH



960
CASES OF
BANANAS

• TWO WEEK JOURNEY •

EXPORT PORTS

Guayaquil, Ecuador
Puerto Bolívar, Ecuador
Paíta, Peru

IMPORT PORTS

Philadelphia, PA
Port Hueneme, CA
U.S.



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