

Fyffes has worked in partnership with local growers for most of its 100 plus years in the fruit business. Working with local experts through long term partnerships is part of the Fyffes way of doing things.

To support this, we have been working with the Fairtrade Organisation since 2000 and we are now Europe's largest supplier of Fairtrade bananas. It's simple really, it's important to all of us to feel confident that those who grow, harvest and ship the bananas share the benefits.

So what exactly is Fairtrade?

Fairtrade Licensee

Fyffes

Fairtrade is a simple approach to help ensure that disadvantaged farmers and workers in developing countries get a better deal for the fruit they grow. It is also a straightforward way to help people who are buying fruit in shops to know it's been produced fairly.



Products that carry the FAIRTRADE logo are independently certified against internationally agreed standards defined by the Fairtrade Labelling Organisations International (FLO). These cover a range of social and environmental criteria and include trading standards to ensure that the producers' organisations receive an agreed, stable price and additional premiums to invest in improving the quality of life for their communities.

Max Havelaar labelled products are traded according to the international standards of Fairtrade Labelling Organizations International (FLO). Fyffes uses the Max Havelaar certification for its Fairtrade produce in Germany, Switzerland and other European markets.

