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Quality Throughout



When it comes to fruit we're a bit obsessed. Every banana, supersweet pineapple and winter season melon with our name on it must be of the highest quality. Fyffes was the first fruit company in the world to apply a label to its bananas - as a guarantee that shoppers were buying top quality fruit. We'd like to think that you can still use the Fyffes Blue Label as a guarantee of quality because our complete commitment to producing the best fruit is the same as it's always been.

Quality on the farms

Through our long term partnerships with local growers, our experts have developed specialist farming practices and quality systems that lead the industry and support the growers to improve their businesses and produce great fruit.

Our Quality Control Specialists carry out detailed checks of the fruit in the field, during the packing process and at the port, prior to loading onto the special temperature controlled ships that bring the fruit to Europe.

Quality on board ship

Fyffes transports the fruit via a fleet of container vessels. Transporting fresh fruit is highly specialised and the crew includes expert engineers who check the fruit during loading and throughout the voyage to ensure that it is kept in the best possible condition - because once it's harvested it starts to ripen, so temperature control and timing are of the essence.

Quality at the port

Our team of Quality Control Specialists carries out rigorous quality checks in all of our main 'ports of discharge' - where the fruit is brought ashore.

Boxes of bananas, pineapples and melons are randomly selected using a sophisticated barcoding system, ensuring that fruit from all sources and all farms is sampled. Information is entered into our 'real time' computer system enabling our experts all over the world to gain instant access to the

results as soon as the boxes have been checked. This creates an on-going flow of data on quality from Europe back to the tropics and to the growers themselves. Every batch is subtly different and our experts are constantly using this data to learn and improve.

Quality at the ripening and distribution centre

Upon arrival at one of Fyffes Ripening and Distribution Centres, the fruit is checked once again. The barcoding system allows full traceability to the individual farm and batch that the fruit belongs to. This allows any problems to be highlighted and tracked back to source. This helps us to continuously refine and improve our practices and systems, ensuring a consistent and dependable quality standard. It also means that you can be confident that there is full transparency around how Fyffes fruit is produced and distributed.

Quality doesn't happen by accident! Our facilities use state of the art equipment and are staffed by some of the world's top banana experts in a constant quest for perfection. We don't put the Fyffes Blue label onto any old banana or pineapple!

Quality through and through

Quality starts with freshness and great taste – but it's about more than that. Our partnerships with the local growers and their communities, our shippers, our marketing partners and our customers are all part of the same quality driven approach.

Support for schemes such as The Carbon Trust, GlobalGAP and Fairtrade is helping us to realise our goal - to maintain and enhance our position as provider of finest quality produce, produced under the safest working conditions, following the fairest labour practices and with the minimum environmental impact.

Because in the end the people who buy the fruit have to be confident that it's been produced in the right way... from start to finish.