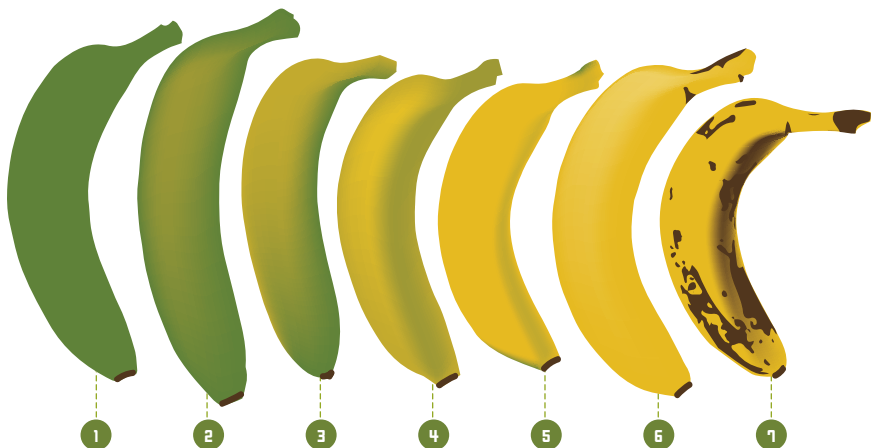# HOW AN EQUAL EXCHANGE
BANANA RIPENS

1
2
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1. ALL GREEN
The way bananas travel from Ecuador and Peru and arrive at the warehouse

2. LIGHT GREEN
The first change of color in the ripening room

3. HALF GREEN, HALF YELLOW
Firm and ideal for shipping to stores

4. MORE YELLOW THAN GREEN
Ready for retail display

5. YELLOW WITH GREEN TIPS
This is how most banana lovers like to purchase their bananas

6. FULL YELLOW
Ideal for eating with firm consistency

7. YELLOW WITH BROWN FLECKS
The sweetest stage of the banana, ideal for eating as-is or using in baking or smoothies

LEARN MORE AT: beyondthepeel.com

EQUAL EXCHANGE
FAIRLY TRADED

BANANA HANDLING TIPS

TEMPERATURE

Ideal temperature range is 55°-58°F.

Do not store near entry way (i.e. loading dock, freezer door, etc.) where temperatures fluctuate.

Do not refrigerate.

If fruit is stored at too low a temperature, it becomes susceptible to chill damage, which causes a dull, greyish color in the peel. Chill damage does not affect quality or safety of the fruit, but can hurt sales due to presentation. If chill damage occurs, consider using fruit in smoothies or prepared foods.

DISPLAY

Handling: bananas are very sensitive. Avoid tossing or bumping boxes.

Stack bunches no more than 2 layers high to avoid bruising bottom-level fruit.

Try using point-of-sale materials such as posters and shelf-talkers available on beyondthepeel.com to share the Equal Exchange story.

Questions?
Reach out to us at **info@okeusa.com** and we are happy to help!

STORAGE

To enhance shelf-life of bananas and avoid quick ripening, practice air-stacking!

Steps:
1. Gently place banana box on storage pallet. Remove lid and place it upside down next to box.

2. Pull back the plastic covering to allow bananas to breath (i.e. release heat & ethylene trapped in box).

3. Place uncovered banana box inside of the flipped lid.

4. Take the next box of bananas, repeat the process of pulling back plastic and putting box in the lid, and then stack it diagonally on top of the first box. Stacking diagonally relieves pressure on the fruit.

5. Stack boxes no more than 4-high to avoid bruising the fruit on bottom.

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