



MEET YOUR

RIPENER



TOM YACHTIS has spent the past three decades ripening bananas at Four Seasons Produce in Ephrata, PA and has been in the produce business for over 40 years. He has become an expert in his favorite part of the job, what he calls, “Figuring out the puzzle every week.”

BANANA RIPENING IS A SCIENCE. GETTING A BANANA TO THE PERFECT YELLOW COLOR AT JUST THE RIGHT TIME IS AN ART.

Equal Exchange Bananas come from small farms in South America. Hundreds of farmers are organized into cooperatives. Unlike conventional farms, the fruit in one container of Equal Exchange Bananas comes from many different farms, sometimes up to 20 or 30 different small farms. This can be challenging in the ripening process since the fruit is grown with varying environmental factors.

The green, unripened Cavendish bananas arrive at the Four Seasons

warehouse after about two weeks on a large ocean vessel. The fruit is then put into ripening rooms that can fit two shipping containers, or 2,000 boxes of bananas.

The ripening rooms have precise controls for ventilation and temperature, and use the organic compound ethylene, a natural plant hormone, to help augment the natural ripening process.

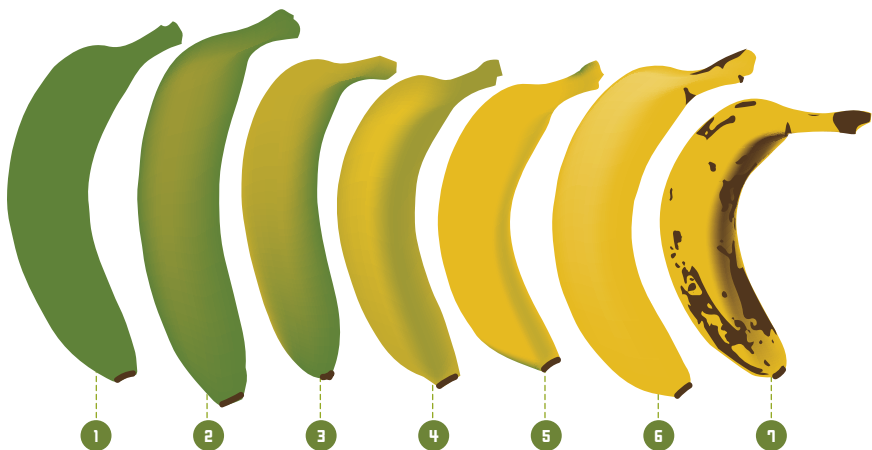
After a few days in the ripening room, your bunch of Equal Exchange Bananas is ready to be shipped to the store.

CHECK OUT THE DIFFERENT RIPENING STAGES ON THE BACK!



HOW AN EQUAL EXCHANGE

BANANA RIPENS



1. ALL GREEN

The way bananas travel from Ecuador and Peru and arrive at Four Seasons

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



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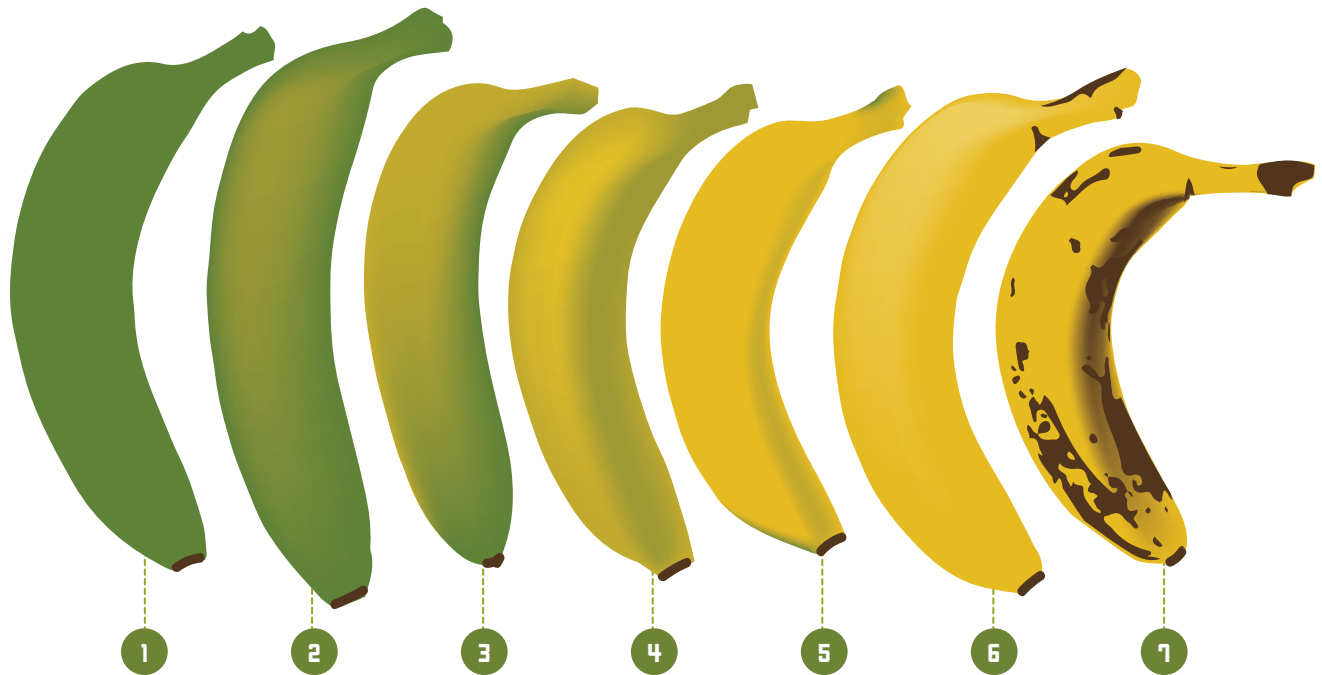
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