



Supporting Question 2

Featured Source

Source A: The Chiquita Corporation, essay on the history of the company, and statement on food safety (excerpts), "Our Story," 2014

NOTE: This source has been edited for clarity

Our Story

Bananas love hot, humid climates and ours are grown primarily in the lowland areas of Latin America. Banana farms are labor intensive and our produce relies on being in a temperature controlled environment from the farms at which bananas are harvested all the way to a local grocery store, a journey that can cover thousands of miles. We asked how we could make each step in that journey an environmentally responsible one.



Our answer came in the 1990s when we decided to test a pioneering program created by the Rainforest Alliance, an organisation that promotes good farming practices to protect the environment and support farming communities....



It wasn't going to be easy. Rainforest Alliance certification was only granted to those farms that met strict environmental and social standards. To make sure we were meeting those standards, Rainforest Alliance had auditors, independent experts acting on behalf of member organisations of the Sustainable Agriculture Network (SAN), assess our farms every year while having full access to all workplaces, documents and employees.

In 1992, we became the first major banana company to agree to work with the Rainforest Alliance and by 2000 all our owned farms (which at the time were in Colombia, Costa Rica, Panama, Honduras and Guatemala) had become Rainforest Alliance Certified™. Today, the majority of our supplier farms are too. Rainforest Alliance certification means our bananas are grown with respect for the environment, and our employees receive fair wages as well as enjoying good working conditions.

This is not the only standard we use to make sure we're respecting the environment and our employees. In 2000, we adopted Social Accountability International's SA8000 labor rights standard, achieving SA8000 certification on all our owned farms since 2004. In 2001, Chiquita became the first major agricultural company to sign an International Framework Agreement with two leading trade unions: the International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Associations (IUF) and COLSIBA, the organization that represents Latin American banana workers' unions.

<http://www.chiquita.com/about-chiquita>

Gallery of Chiquita Sustainability Videos

Over the last 22 years, Chiquita has actively invested in its social, as well as economic, responsibilities and developed a comprehensive corporate social responsibility (CSR) program. Here are some examples of our work.

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Map Of Banana Farms

Delicious bananas are grown at banana farms in tropical regions of the world.



Ever wonder where do bananas come from? It's not the banana stork.

In 1876, bananas were first introduced to the United States public through the Philadelphia Centennial Exposition of America. They sold for 10 cents apiece.

Today, there are over 400 banana varieties grown in the world. Where do bananas grow? Bananas are native to hot, humid tropical regions like Central America and the Caribbean. Chiquita Banana farms are located in South America and North America. Chiquita banana farms are most concentrated in fertile soil regions of Central America; from Mexico, Guatemala, Honduras, Nicaragua, Panama, Colombia and Ecuador. If all the bananas grown in the world were placed end-to-end, the banana chain would circle the Earth 1,400 times.

The world's record for the longest banana split is 4.55 miles.

Check our map for interesting facts, and then find your [favorite banana variety](#) in your local supermarket.

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<http://www.chiquitabananas.com/Banana-Information/find-banana-farm-map.aspx>

Commitment To Food Safety



We have a reputation to live up to, so Chiquita is committed to always providing you with the purest, safest bananas grown with the least impact on the environment.

- The peel of the banana is a natural barrier that protects the fruit from contaminants.
- Because the banana plant holds the bananas off the ground, there's very little risk of contamination from ground water.
- We place bags on our bananas when they begin to mature in order to protect them from insects, birds or rodents.
- One hundred percent of Chiquita's company-owned plantations gain Rainforest Alliance certification by complying with the standards of the Sustainable Agriculture Network. Rainforest Alliance Certified™ sustainable farming improves the quality of life for workers and the local community, conserves forests and protects wildlife and waterways. Read more about [Chiquita's collaboration with the Rainforest Alliance](#).
- Chiquita has committed to comply with the Sustainability Reporting Guidelines developed by the Global Reporting Initiative formed by the Coalition for Environmentally Responsible Economies and the United Nations Environment Program.



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<http://www.chiquitabananas.com/Worlds-Favorite-Fruit/commitment-food-banana-safety.aspx>



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Source B: Pedro Arias, Pascal Liu, Cora Dankers, and Paul Pilkauskas, table of top three banana corporations in the United States, 2003

NOTE: India is the leading banana-producing country in the world. This data only includes acreage of land farmed in Latin America.

Data about the Three Largest United States-Based Banana-Producing Corporations

	Dole Food Company	Del Monte Foods	Chiquita Brands International
Total Sales (in US dollars)	4.4 billion	1.9 billion	1.9 billion
Banana Sales (in US dollars)	1.2 billion	0.9 billion	1.2 billion
Acres of land farmed in Latin America*	37,065	n.a.	71,166
Number of employees	33,000	25,000	26,000
Rank in United States	1	3	2

Food and Agriculture Organization of the United Nations

<http://www.fao.org/docrep/007/y5102e/y5102e09.htm>