

Any Fairtrade banana questions?



What does Fairtrade Mean?

The majority of small producers in third world countries don't get a fair price for their goods, as a result workers are often left with not enough to live on and support their families.

Fairtrade benefits producers by offering a fair and stable price for their bananas as well as an additional Fairtrade social premium. This premium is then invested back into the community to improve living and working conditions. Kind of makes you think there should be a lot more Fairtrade products out there right? We're working on it.

Who is All Good?

We're a company dedicated to only trading in the good stuff. All our products are certified Fairtrade and/or certified organic products. We make sure that when you purchase an All Good product you're not only buying highly nutritional food, but food that has been ethically produced and farmed in a sustainable manner. Yay.

Where do these All Good Fairtrade bananas come from?

All of the bananas you buy from supermarkets are imported. Our Fairtrade bananas come from a cooperative called El Guabo in Ecuador. El Guabo represents growers from 339 family farms in 15 different communities.

So I'm paying a bit extra what's the money being spent on?

On average you'll pay \$2.99 for a normal bunch, or you can pay \$3.99 for an All Good extraordinary bunch. When you buy one you're instantly helping to provide things like, free medical care, food baskets, and improved access to education for workers and families. Some parents are even sending their children to college for the first time! And that's just the start of the impact our bananas have.

Why is it so urgent to buy them now?

Our challenge is to sell 100,000 All Good Fairtrade bananas as fast as humanly possible. If we succeed we'll be strong enough to be able to order the next shipment. It's a pure and simple numbers experiment that needs the public's support to be a success.

No 'nasty' chemicals? What kind of chemicals?

You'll find no paraquat, DBCP or terbufos or any harmful herbicides that are commonly used when growing bananas. We've got rid of the lot!

We don't have full organic certification just yet, but it's our ultimate goal. We're working hard on this and already use all organic fertilisers and are GE free.

Hey, but what about the plastic bags?

Yes, it's the one thing that bothers us the most! Our banana bunches do have a plastic wrapping on them for now. As the underdog entering the market we have to clearly identify our bananas from others, as only the biggest banana supplier to each supermarket is allowed to display their bananas unwrapped.

So here's the deal, if we can get demand for Fairtrade bananas to be bigger than any other banana at your local supermarket then we can lose the bags! Lets do it.

allgoodbananas.co.nz

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