



Chiquita provides the highest quality bananas

When it comes to the quality of bananas on the shelf, Chiquita is an expert. From our farms to the tables of consumers across the world, Chiquita maintains the highest standards every step of the way in order to protect the freshness and quality of our fruit. We have developed the appropriate tools to assist and equip our retail partners with everything they need to serve the best bananas to their consumers while maximizing their sales.

In a 2019 survey, **72% of consumers indicated quality/freshness as the most important attribute** they consider when buying bananas, more so than the entire fruit category¹. Through a series of strict regulations Chiquita is able to ensure we are providing the best fruit for our customers and consumers.

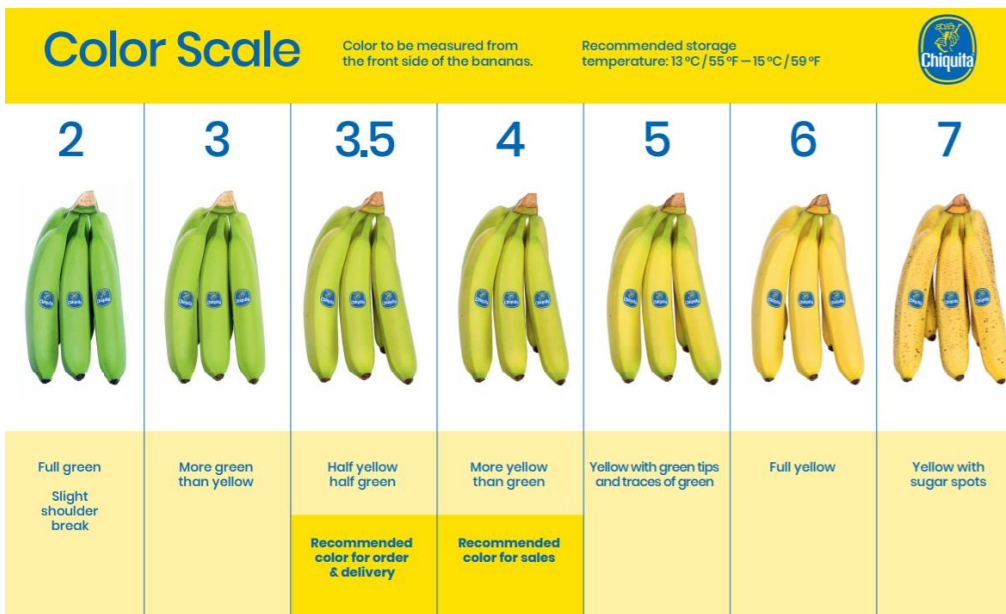


Banana Handling Guidelines – Chiquita has created a simple, easy to understand set of instructions for handling our class extra bananas that is uniform across all countries. The premium Chiquita fruit deserves the same care no matter where it is distributed. This one-pager describes both the backroom care precautions as well as the shopfloor executions each store should follow when handling our bananas. Everyone who is involved in the supply chain process has access to this document, from the sales team to the stocking personnel. Using easy to follow graphics and short instructions, the store workers are equipped with all the knowledge needed to handle and display our bananas to maximize sales for their store.

Banana Color Scales – More than half of consumers who plan their banana purchase indicate color and appearance as elements they consider, and **the number one purchasing driver for impulse purchases was “the bananas looked good.”**² The “right color” is a critical element in getting the consumer to buy bananas, hence Chiquita has



worked closely with ripeners, retailers and other business partners to provide a tool that accurately depicts the levels of banana ripeness. With a uniform “metric” of color ripeness, our customers can identify at which color level they want their Chiquita bananas to be delivered based on the color preference by consumers at point of sale. Chiquita has a recommended stage for ordering and for selling on the scale that have been proven to maximize sales. This scale can be translated to different languages for international customers, as well as different size formats for ease of use. For example, wholesales prefer the swatch format where the different color stages are broken down into small squares like a paint swatch. These “pocket color scales” are roughly A7 in size (10.5 x 7.5 cm) and are highly portable so ripeners, wholesalers and retailers can quickly verify the exact color level of the banana they’re looking at. This is one of the most practical tools at Chiquita’s disposal to ensure uniform quality is maintained across the value chain.

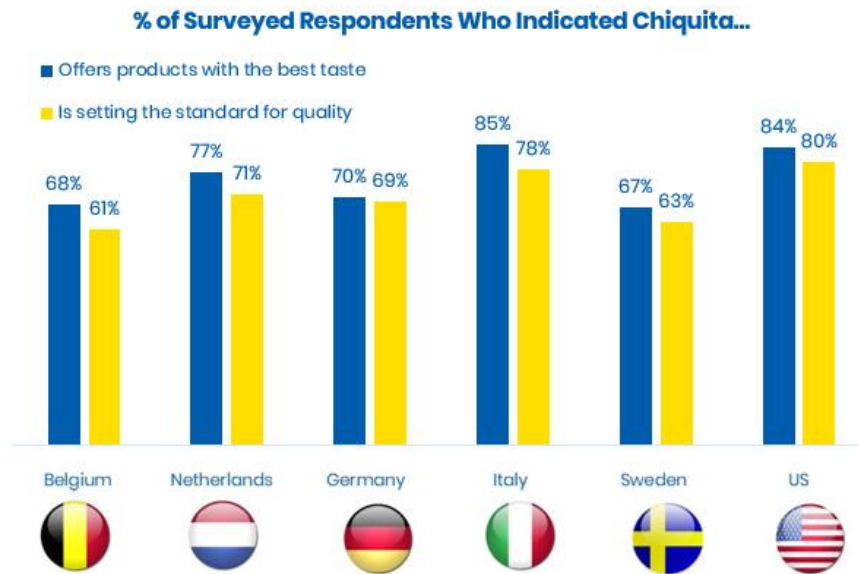


Retail Audits – With an expert team of retail specialists located across the USA visiting the stores of our retailer partners, Chiquita has implemented and improved an audit process to score Chiquita’s quality and service. Through a seamless process and use of a third-party system, our sales team and retailers have real time visibility to retail banana conditions. We are then able to quickly and efficiently identify any opportunity areas specific to each retailer. Another key advantage through this system is the ability to compare their scores to other same channel retailers in their competitive market. This feature helps drill down to what is driving the key competitive advantages of the banana category in their stores. These summaries of retail condition trends are designed to facilitate improvements with the retailers merchandising and supply chain teams.



In Europe, field service force teams are tasked to perform similar duties: ensure proper display and merchandising of Chiquita bananas, verify and report any quality issues, deploy additional displays during promotional periods and ensure optimum stock levels

Our partners have used this input to make changes to their Banana retail best practices which have resulted in significant increase in quality, sales and shrink reduction benefits.



Chiquita prides itself in being on the forefront of quality and innovation in the banana category. As the above graphic illustrates, consumers recognize Chiquita for having the best quality and taste compared to other banana brands across the world.³ Through investments in our supply chain, color, care, and maintenance of bananas we guarantee the highest quality bananas. Between taste tests against our competitors and exploration of an even more premium banana, Chiquita is confident in continuing to be leaders in our category as the industry moves forward.