

YEARS OF INNOVATION AND PARTNERSHIP



1789 Henry Fyffe starts new business in London as a tea dealer.

1887 Edward Wathen Fyffe (Henry's great grandson) takes his wife, Ida, to the Canary Islands to recover from tuberculosis. During his stay, he discovers the delicious taste of bananas and decides to set up an import agency in London. Ida makes a full recovery.

1888 The first tiny shipment of two banana bunches arrive at the office of E.W. Fyffes & Sons in London.

1901 Fyffes's ships are fitted with cooling equipment.



1929 The Fyffes Blue Label is born! Fyffes becomes the first fruit company in the world to put a label on their produce.



2018

- #1 banana importer in Europe
- #1 marketer of organic and Fairtrade bananas in Europe
- #1 melon importer in USA
- #4 pineapple importer in N.A.
- Offices in **15 countries**
- Over **6,000 employees**

1998 Breaking new ground, Fyffes focuses on organic production and take their first organic bananas into the UK.

2004 Fyffes starts distribution Fyffes Gold Pineapple in North America.

2005 Through a joint venture, Fyffes enters the banana market in the US & Canada.

2007 Fyffes adds off shore melons to the portfolio by acquiring Sol Group Marketing.

2016 Fyffes enters the mushroom market by acquiring Highline Produce Ltd., Canada's largest mushroom producer.

2017 Fyffes joins Sumitomo Corporation.

WHO WE ARE

Fyffes has been bringing finest quality fresh produce to Europe for over 130 years. As the world's first fruit brand, we have come to appreciate the importance of long lasting partnerships and a commitment to making a positive impact for our growers, our workers, our customers, our communities and our environment.

By combining our experience and expertise with a passion for innovation we want to continue to lead the fresh fruit industry as the global player with the local touch.



To find out more about our passion for produce, discover delicious recipes and more on our website at

fyffes.com

Find us on Facebook:

[Facebook.com/Fyffes](https://www.facebook.com/Fyffes)

[/FyffesDeutschland](#), [/FyffesIreland](#)

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Time to grow and engage the category together.

OUR FARMERS



Our farming communities are the lifeblood of our business. That is why Fyffes provide long-term supply contracts that support our farmers and ensure that they can continue to sustain their farms to provide superior fruit. By working closely with people at the source who understand their environment, as well as the needs of our growers and their communities, we can make a lasting and sustainable difference.

At Fyffes, we produce all our fruit to the highest quality and ethical standards. We hold certifications with GlobalG.A.P, Fair Trade, Organic and the Rainforest Alliance, which affirms our commitment to sustainable production.



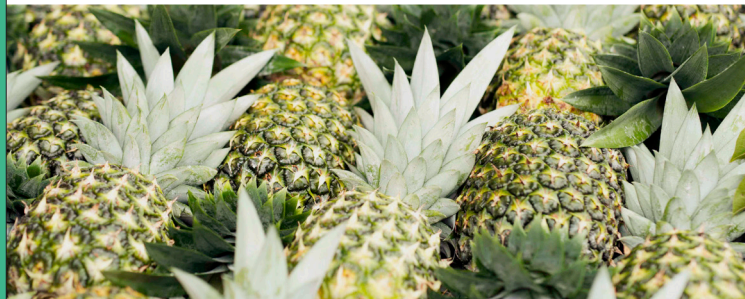
OUR PRODUCTS



Fyffes operates in the international produce sector with access to a range of products, Fair Trade and Organic certifications, food safety and traceability systems developed for global trade accounts.

OUR PRODUCT CATEGORIES ARE:

- Bananas
- Pineapples
- Melons
- Mushrooms



Fyffes is the leading importer of Fairtrade and organic bananas in Europe.

OUR MAIN AREAS OF ACTIVITY ARE:

- Europe
- US & Canada
- Central & South America
- Oceania
- Middle East



OUR CUSTOMER FOCUS

At Fyffes, it's crucial to us that we provide top-of-the-line services to our retailers, while remaining both dependable and flexible. Here's why we're the supplier of choice for so many retailers across the globe:

- Reliably delivering quality produce 52 weeks a year
- Sourcing from 15 countries across Central and South America
- Owning our own farms and partnering with over 2,000 growers
- Supplying 88 million cases of tropical fruit a year to over 20 countries
- First fruit brand in the world
- Strong commitment to CSR
- Ongoing social and environmental engagement with local communities

Zero compromise on quality and strong focus on sustainability: We will continue to deliver the best fruit from around the world for the next 130 years... and beyond!

130 YEARS OF PEOPLE AND QUALITY

At Fyffes we've been proudly growing, shipping, ripening, distributing and innovating for 130 years. In fact, whether it's implementing new sustainable farming techniques for a better environment for all, or helping develop the latest technology to ensure our fruit arrives fresher than ever before, we're dedicated to perfection year after year.

But in the end, it's really about our people, many of whom have worked for Fyffes for decades. Their passion for fruit is at the heart of our approach to quality.