



FRESH FRUIT IN NEW ZEALAND

Bananas

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DOLE BANANAS

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fresh

BANANA TERMS

1

Below are a few of the common terms Dole use to describe the banana plant and the various parts of the bananas themselves.

THIS IS HOW YOU RECIEVE YOUR BANANAS,
IT IS CALLED A CLUSTER

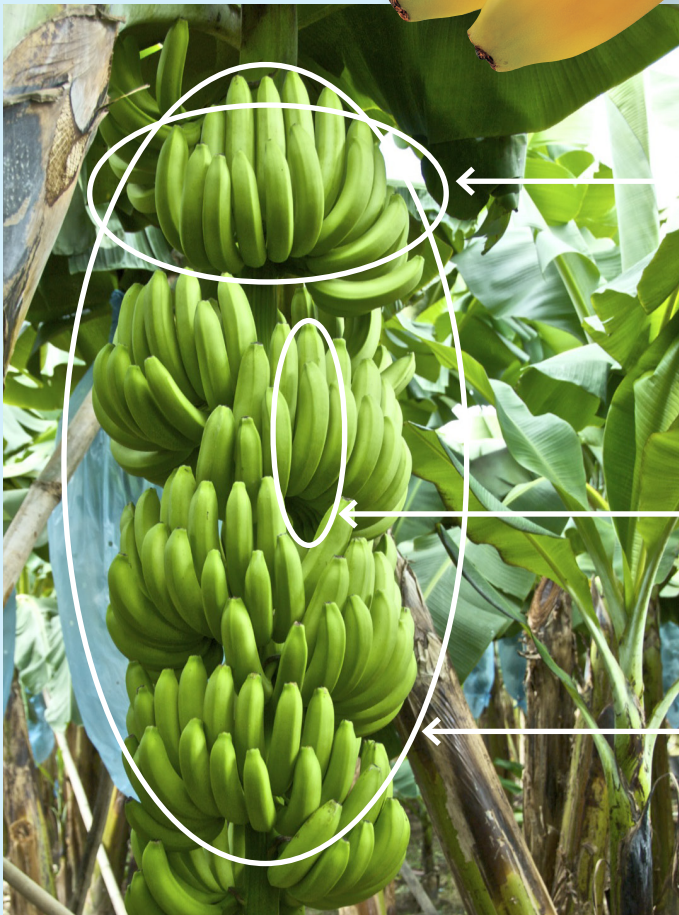
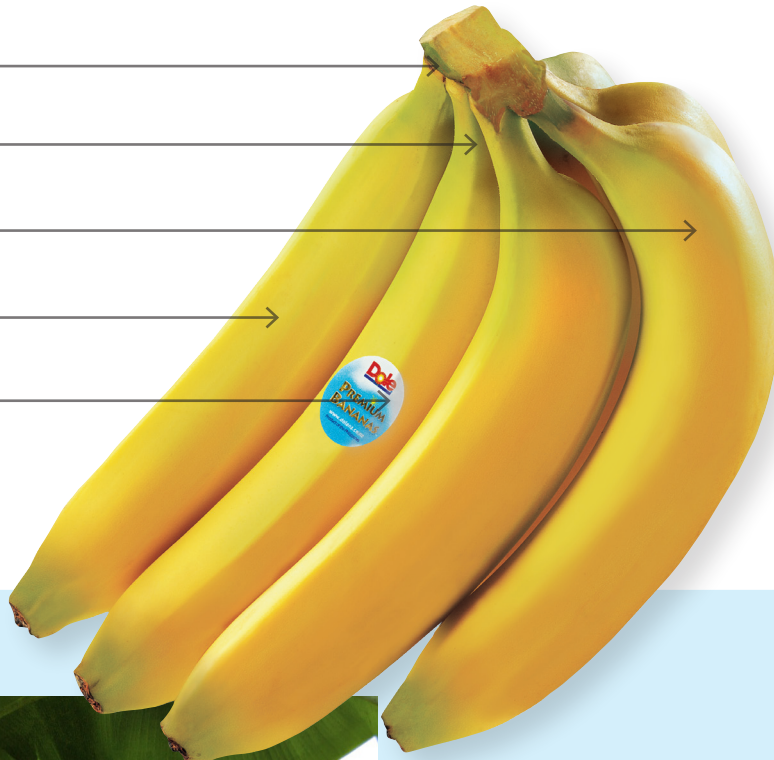
Crown

Neck

Shoulder

Finger

Ridges



HAND

FINGER

STEM

THE JOURNEY TO YOUR STORE

Dole bananas are grown on plantations on the Island of Mindanao in the southern Philippines.

A banana plant is actually the largest herb on earth. From when the first shoots appear, it takes about 9 months to reach a height of 3-4 metres.

On reaching this height it sends out a bud which takes 3 months to develop into a stem of bananas that can be harvested.

A banana plant produces only one bunch a year. Each bunch ready for harvest has up to 15 hands, each of which can have up to 20 fingers (bananas).

These hands are divided into clusters which is what your store receives.



HARVESTING

Bananas must be harvested in their green state for exporting. When harvested bananas automatically begin their ripening process. We slow the supply of nutrients to the bunch through temperature control for export so when the bananas are harvested, it's a race against time to ensure the green bananas are loaded as quickly as possible into refrigerated holds for transport to New Zealand. Before that can happen, Dole bananas must first be checked, made ready and packed.





DOLE QUALITY CONTROL

First we check, then we check again.

Dole bananas are rigorously checked several times throughout the harvesting and packing process to ensure that only the best get through.

Dole bananas are graded to a specification for shape, thickness, length and defects.

A large-scale banana processing facility with multiple workers in white uniforms and masks working at long tables. The background shows industrial equipment and hanging scales.

DEHANDING AND SELECTION

Hands of bananas are separated from the stem (there may be up to 15 hands to a stem) and placed in a bath.

These hands are cut into clusters of 4-9 fingers to meet market requirements.

WASHING.

Banana clusters contain a great deal of latex and water is required to stop this oozing from the crown after dehanding.

The latex will cause dark spots on banana peel if allowed to bleed. Food grade chlorine is added to the water for hygiene and fungal control.





WEIGHING LABELLING AND PACKING

Dole banana clusters are sorted in rows on plastic trays and weighed ready for packing. The cluster will have one or two labels attached. Each cluster and carton is also labelled for traceability. The banana clusters are then packed into cartons. First a polythene bag is placed in the carton as a liner. Next a row of clusters are packed, followed by a protective pad. Finally two more rows are packed on top of the pad. To seal the carton, the liner bag is gathered up, the air is sucked out and sealed with a rubber band. Sucking the air out creates a 'Banovac' which is a modified atmosphere within the sealed bag. This increases the storage life and reduces rots and moulds.



SHIPPING

Green Dole bananas are shipped at 13.2°C to prevent the ripening process continuing. The voyage to New Zealand is made in purposely built 'reefer' ships and takes twelve days from the Philippines.



THE DOLE FRESH BANANA RANGE

3



PREMIUM BANANAS



OBANANA ORGANIC BANANAS



BOBBY BANANAS



RED MORADO BANANAS



SWEET SENORITA BANANAS



PARADISE PLANTAIN BANANAS

DOLE BANANA RIPENING

4



PREPARING BANANAS FOR RETAIL

To get the green Dole bananas to a ripeness ready for your store takes skill and care. On arrival in New Zealand the bananas are placed in specially constructed ripening rooms where the atmosphere is strictly controlled to ensure the ripening occurs at a specified rate and to a specified level of ripeness. Temperature and the humidity levels of these rooms are constantly monitored to make sure the bananas aren't: a) ripening too quickly and b) losing too much water. A natural gas called Ethylene, that bananas produce themselves to induce ripening, is introduced to ensure evenness of ripening. It takes 4-5 days for bananas to ripen in these controlled conditions.





RETAIL BANANA RIPENING GUIDE

1

ALL GREEN

As received at the ripening warehouse. High starch content... ideal for cooking.



2

LIGHT GREEN

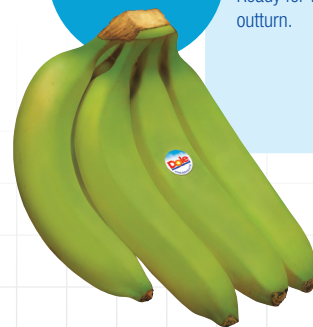
First colour change, usually seen on the shoulders.



3

MORE GREEN THAN YELLOW

Ready for warehouse outturn.



4

MORE YELLOW THAN GREEN

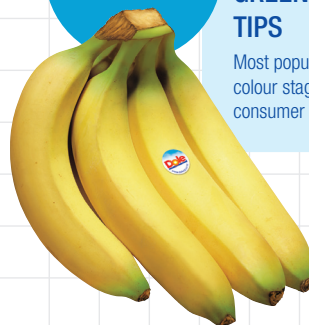
Ready for display. Great visual appeal, long product life and minimum shrink.



5

YELLOW WITH GREEN TIPS

Most popular colour stage for consumer purchase.



6

FULL YELLOW

Firm fruit with great eating flavour. Easily bruised, handle with extra care.



7

YELLOW FLECKED WITH BROWN

Sweet eating flavour. Perfect texture and consistency for blender drinks and baking.





RIPENING GUIDES

This guide is available as a poster, a pocket guide and in the convenient hand held ripening guide shown here.

POSTER

These are 46cm wide x 38cm deep

DESKTOP GUIDE

These are fold out versions so you can lay the colour directly against the fruit for checking.

POCKET GUIDE

These are 13cm wide x 9cm deep folded - designed for the pocket.



MANAGING YOUR BANANAS

5

Customer surveys show that **90%** prefer to purchase their bananas at colour **stage 4-6**. Bananas will continue to ripen after delivery to your store. Therefore careful management of the bananas will ensure you maximise profits.

An essential part of this management is making sure your store always has adequate supplies of bananas in stock. Running out of bananas means important lost sales and profits, not to mention disgruntled customers.

- On arrival in your store each banana carton should be inspected for degree of ripeness and stored accordingly.
- Sort the fruit with the ripest fruit cartons on top and greenest on the bottom.
- Remove the lids, fold back the plastic and cross stack. This allows for ventilation and helps to slow down the ripening process. Conversely, closed boxes accumulate heat which accelerates ripening, which can be useful during cooler months.
- To prevent box failure never cross stack more than five cartons high.



HANDLING DOLE BANANAS

DOLE BANANAS NEED CAREFUL HANDLING.

Try this easy way of handling bananas when taking them out of the box for display. It requires less handling and will help to minimise banana damage. Always pick bananas up by the crown. Handling the fingers can result in a brown, bruised fruit nobody really wants to purchase.

Step 1. Once you're out by the banana display remove the rubber band from the plastic bag- remove the lid, fold back the plastic around the sides of the carton then replace the lid.

Step 2. Turn the box upside down and remove the base section of the carton then gently remove the plastic bag by pulling up.

This takes away the need to cut the plastic and possible fruit damage. Once this is completed you'll notice that the banana clusters are now facing with their crowns up.

Step 3. Carefully lift clusters by the crown and place on display.



BUILDING APPEALING DOLE BANANA DISPLAYS



STAIR STEPPING

Display bananas in a single layer on a stepped and padded display. Bananas shouldn't be stacked as this will cause bruising on the bottom and encourage unnecessary handling by the customer.

If bananas are displayed with the crowns up, they will look more appealing and customers will be encouraged to lift clusters up by the crown.

What customers look for.

There are generally two types of customers who purchase bananas.

Those who purchase for later (21%) and those who purchase to eat now (79%).

It pays to keep these statistics in mind when constructing your banana displays.

The minority of customers who purchase to eat later do not mind slightly less ripe fruit, whereas the majority will look for bananas that are perfectly ripe.

Therefore a display that features stages of these bananas in these proportions will boost sales.

BUILDING APPEALING DOLE BANANA DISPLAYS

By displaying only one layer and having fruit at various stages of ripeness clearly displayed, with the ripe fruit at the front, you'll encourage customers to buy with their eyes, which cuts down on handling and therefore damage to the fruit.

At the front of your display provide customers with single ripe pristine bananas to choose from.

These are for people looking for a single banana for lunch or a snack. By providing a range of ripe single bananas, you are offering these customers a choice, which means they are less likely to break a banana off a cluster on the display.



IT PAYS TO HAVE A NEAT WELL-STOCKED DISPLAY

A clean and tidy banana display will be more inviting to customers. Regular checks of your display to tidy broken clusters and remove any scarred or spotty bananas will help to ensure customers are drawn to the most important area in your fruit display.

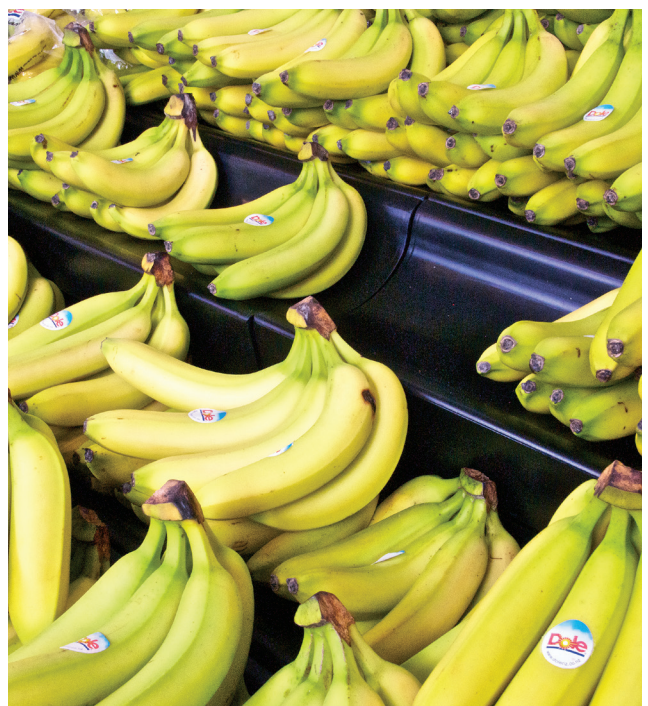
Ensuring your banana display is well stocked will help to provide a strong steady flow of banana sales. The display should never be less than half full because the lower the display gets, the slower the sales get.

Under stocked displays can cause sales losses of up to 15%. That's the equivalent of closing the banana display down for one day a week.

Attractive point of sale displays and product tie-ins with associated products can also help heighten interest and boost sales of bananas.

For example a secondary banana display at the checkout can help to increase sales by 15% by creating additional impulse purchases of bananas.

A secondary banana display can boost sales by 15%



OFFER CUSTOMERS THE FULL RANGE OF DOLE FRESH BANANAS



Dole offers customers a range of fresh banana brands to choose from.

It is important this fact is adequately reflected in your banana display.

Therefore to ensure the sales potential of your banana section is fully realised, it is important to always have adequate stocks on display of Dole Premium, Dole Bobby, Dole Obanana, Dole Red Morado and Dole Sweet Senioritas.

WHAT CUSTOMERS WILL BE LOOKING FOR...

Qualitative research has confirmed that, beyond Dole Premium Bananas, there are market opportunities for Dole to develop new fresh banana brands that appeal specifically to a certain target group of consumers. Of course that is not to say that only these consumers will find these bananas appealing.

Dole Bobby Bananas.

These smaller bananas are recognised as being ideal for kids' lunch boxes, for snacking, breakfast, etc. The smaller size of these bananas is great for customers wanting better portion control, giving the same great taste but less quantity and therefore calories. They have also found favour amongst elderly customers wanting a smaller amount in one serving.

Dole Obananas.

These bananas appeal to a growing group of consumers who are more concerned about the purity of the foods they eat. The organic banana buyer will search out foods that have been specifically grown to meet the strict growing and harvesting criteria for organic produce. These people understand that there is a cost to producing produce in this way and are prepared to pay a premium for it.



WHAT CUSTOMERS WILL BE LOOKING FOR...

Dole Red Morado.

These striking red bananas really are quite delicious. Eat fresh or used in baking, they have a lovely creamy and succulent texture and a light fresh flavour and their appearance in the fruit bowl adds a touch of the exotic for those customers looking for something a little different.



Dole Sweet Senoritas

Tiny fingers that are highly regarded in the Phillipines for their extra sweet flavour and creamy texture. These bananas are a completely different variety from the Dole Premium Bananas and reach their peak just as they start to speckle and turn a browner colour.



Dole Paradise Plantain.

These high quality green bananas are perfect for cooking both savoury and sweet dishes. For many ethnic cultures around the world, plantain are a daily source of starch being used in the same way that we would use potatoes, rice, or pasta. Paradise Plantain are chosen by Dole for superior taste and quality and are a healthy alternative to other starch based foods. Whilst they have a strong following amongst Pacific Islanders, they offer exciting possibilities to any customers looking to add variety, interest and a touch of the exotic to their daily menu.



GETTING THE MOST OUT OF YOUR BANANAS

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RETAIL HANDLING

- Ideal storage temperature is 13.2° C
- Higher temperatures speed ripening.
- Storing under 13.2°C can produce chill damage.

BACK ROOM TIPS

- Unload carefully. Avoid drafts and temperature extremes.
- Handle gently. Ripening bananas bruise easily, even in the box.
- Remove lid, pull back plastic and cross-stack boxes.
- Closed boxes build up heat which accelerates ripening.
- Keep boxes off the floor.

DISPLAY TIPS

- Display ripest fruit first.
- Handle bananas by their crown.
- Display bananas on a smooth, padded surface.
- Display bananas crown up, ideally one layer high.
- Keep display full, orderly and clean.
- Rotate the bananas to maintain a fresh display.

