



# THE WORLD'S FIRST 100% REGENERATIVE ORGANIC CERTIFIED® BANANAS

**Agriculture can heal the planet, and there is a new certification that proves it**

**Regenerative agriculture is becoming a trending term for a good reason.**

It is a key solution for the world to combat climate change and ensure food security for the coming generations.

**It can increase yields, while making plants healthier and more resistant to extreme weather**

— at a time when never before seen storms as well as droughts devastate our harvests with increasing frequency. The world economy emits roughly 50 gigatons of CO2 each year, and it is estimated that if regenerative agriculture was implemented widely, it would bring up to 13 gigatons of that carbon back into the ground, where it would enrich soil life, stop erosion, and restore fertility.

**Adopting regenerative agriculture is a clear win for everyone.**

It means more than sustainability. Instead of simply not making things worse, it actively restores what we have damaged, healing soils and ecosystems, while improving incomes and security for farmers.

**A concept so appealing is unavoidably going to be misused.**

Over the last years, we have seen many large firms who touted that they are adopting regenerative farming — but in truth, they used these words as window-dressing while continuing with the same industrialized practices.

**How can we prove that what we are doing is true regeneration?**

That the way we practice agriculture is genuinely healing the planet? This is where the Regenerative Organic Alliance, a non-profit organization set up by regenerative pioneers comes into the picture. Six years ago they built a new, rigorous certification scheme to serve as the highest standard of both environmental and social sustainability.



**Let's  
ROCK!**

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**10A09**

The Regenerative Organic certification is unique in that in order to apply for it, one has to already be certified as organic as well as Fairtrade.

It builds upon the established standards of sustainability — so that it can focus on exceeding them. To achieve Regenerative Organic Certified® status, most farms have to put in years of hard work, avoiding all industrial inputs, typically creating their own compost and using smart intercropping techniques where plants fix nutrients for each other and create a continuous ground cover. They then periodically have to conduct thorough tests, proving that their soil is healthy, rich in organic matter, and always improving.

**No one has ever done this in banana cultivation — up until now.**

We found the perfect partner for this journey in Ecuador. **LatBio**, our supply-side partner and co-creator for several years, is a certified B Corp committed to reviving ancestral farming practices combined with the cutting edge of ecological science. Just like we at Fairtrasa, they also manage several social programs, all aimed at helping small-scale farming communities thrive. By finding the right farm that was willing to take the risk of doing something new and supporting it for years, they made it possible to bring to market the world's first 100% Regenerative Organic Certified® bananas.

**Back in 2005, Fairtrasa was the first company to offer Fairtrade avocados to the world.**

This is a similarly important step. Our goal is to continue to elevate the standards of social and environmental sustainability for everyone's benefit.

**We believe that our clients will see the advantages.**

Buying Regenerative Organic Certified® bananas can make it easier for companies to reach their environmental targets, since regenerative orchards have a much smaller carbon footprint, and they can even be carbon negative.

It also means relying on farms that are less disease prone, and ship more consistent quantity and quality, even with irregular weather patterns.

Most important of all, however, is that our clients now have a rigorous certification that proves that they have become part of the solution — a member of that pioneering team of companies who have set out to restore soils and help our planet to heal. **Let's ROCK!**

**Franklin Ginus, Co-CEO, Fairtrasa**

If you would like to be among the first companies in the world that bring 100% Regenerative Organic Certified® bananas to consumers, contact

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