



TODAY IS THE DAY!



NEW: Check out the documentary short on EE's delegation to Ecuador that brought together banana farmers, distributors, and retailers for a week of dialogue and connection!



Today is the first day of Equal Exchange Banana Month!

This year, we're digging deep into the core tenets of the EE mission and its alternative, organic, fair trade, small-farmer-grown supply chain (we know... it's a mouthful!).

Equal Exchange's model has always been different. These days, when we talk about how we make sourcing decisions, most people understand the choice to produce and consume organically; most people agree with the importance of

trading fairly. But we still often get the question from our friends and colleagues, **“Why small farmers?”**

This March, we invite you to help us answer that question. To spark the conversation, check out and share **the exciting new short documentary** on our 2017 delegation to Ecuador. Plus, each week in March, we'll share an important reason behind our choice to partner with small farmers and the real impacts our partners have on the food system. Finally, we'll invite you to join a live webinar with our farmer partners at the end of the month.

Don't forget to click below for new point-of-sale materials for download. If you need additional printed copies, shoot us an email at info@okeusa.com.

Happy Banana Month from the EE Produce Team!



NEW DISPLAY MATERIALS



[Click here to download brand-new point-of-sale banana materials including posters, shelf-talkers, the 2017 impact flyer, and videos!](#)



“In a food system increasingly dominated by corporate consolidation and large plantations, **where both companies and farms are getting bigger and bigger**, it is becoming challenging for small farmers to compete and survive. In this rapidly changing landscape, it’s important to understand the realities of the small farmer model and the benefits that model provides to local economies, communities, and the food system as a whole.”

- *Ravdeep Jaidka, Sourcing and Producer Relations*

Copyright © 2018 Oke USA, All rights reserved.