



# What's different about the Equal Exchange Banana?

“Buying Equal Exchange [bananas] means you choose delicious bananas that are farmed with care. We get a fair price, fair share and fair say – and that makes the bananas taste even better.”  
– Jovanny Coronel, President of El Guabo Banana Cooperative

**Fair Trade.** Gives small-scale farmers collective power and financial stability

**Cooperation.** Builds a cooperative supply chain that starts with farmers organized into agricultural coops and ends with bananas sold at consumer coops

**Democracy.** We partner with small-scale farmers who make their own decisions on business and community matters

