



PRODUCT INFORMATION

ABOUT SWEETER BANANA

Sweeter Banana is a co-operative of 20 dedicated growers based in Carnarvon, where delicious, spray-free, sweet bananas are grown on family-run farms.

In the 1950s, Carnarvon supplied all of WA's bananas. The rise of the tropical industry in Far North Queensland resulted in a decline in demand for Carnarvon Bananas due to the larger QLD banana size.

The co-operative was formed in 2002 to focus on consistent quality, supply volume, packing and marketing the Sweeter Banana brand. Enabling growers to focus on what they do best – growing an excellent quality product.



WHY ARE WE SPECIAL?

Carnarvon Sweeter Bananas are spray-free and grown with zero use of pesticides, insecticides, or fungicides and minimal fertiliser.

Carnarvon is located in an arid sub-tropical zone, which means cooler nights in winter, hotter than ideal summers, a drier climate, and has strong sea breezes. These climatic differences mean that our bananas take twice as long to grow a tropical banana.

The longer growing time results in a smaller, sweeter and creamier banana.

To mitigate the impacts of climate on our bananas, we plant them close together to create a micro-climate. Keeping humidity in and heat, cold and wind out. Light skin markings are from leaves tickling the bananas as they grow; the fruit inside is perfect and good to eat.



PACKAGING

Subtropical bananas have thinner and softer skins, which means our bananas mark more easily when handled.

The packaging protects the bananas from damage during transport and in-store handling. Bags can be recycled in the Redcycle bins at retail stores, and products such as decking, bollards, signs, playground equipment, and even road base are made from recycled products.

Before we packaged, up to 60% of our product was waste. This is now less than 10%.

We are exploring alternatives to soft plastics including banding, boxes and sleeves and are happy to work with partners to develop bespoke products.

MARKETING

The co-operative invests heavily in the marketing of the product and our points of difference.

Check out our ads on TV, Radio and Social Media. We co-invest with Buy West Eat Best brand and market on Radio, Print and Social Media.



VOLUME

Sweeter Banana growers contribute to more than half of the bananas grown in Carnarvon.

With over 70 hectare of plantings, we produce more than 3000 tonnes of bananas a year, and this is growing as more growers join our co-operative. Our production is all year round, and we can pack loose, individual 750g bags and second-grade bananas for food processing.

FUTURE

Sweeter Banana is currently working on a number of projects including the construction of a value-adding facility and initiatives to move to re-generative farming models.

AWARDS

The co-operative has received a number of innovation awards including the inaugural WA Good food Guide peoples choice award for Best Product in 2021.



**buy
west
eat
best**

**WINNER OF THE 2021 WA
GOOD FOOD GUIDE
AWARDS PEOPLE'S CHOICE,
PRODUCT OF THE YEAR**

OUR PRODUCTS

PRODUCT	SIZE	TASTES GREAT	BANANA SIZE	RIPENED TO ORDER	PREMIUM VISUAL QUALITY
Lunchbox Banana	15 x 750g bags	✓	Small to Medium	✓	✓
Smoothies Bananas	15 x 750g bags	✓	Small to Large	✓	Light Skin markings. Lower Cost
Loose Bananas	15Kg Cartons/Crates	✓	Medium-Large XL available seasonally	✓	✓
Loose Bananas Value Packs	16Kg Cartons/Crates	✓	Small to XL available	✓	Doubles, skin markings, misshapen. Perfect for value add, school sports, canteens. Lower Cost
Special Orders	Ask us and we can pack to order	✓		✓	

Delivery is available. Ask us and we can discuss your needs.

**Contact our
Business Manager**

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