"Plátano de Canarias" Export Catalogue
WHO WE ARE

The Association of Organizations of “Plátano de Canarias” Producers (“Asociación de Organizaciones de Productores de Plátano de Canarias” - ASPROCAN) is a private entity that was founded with the mission of coordinating its members’ activities to achieve the best possible results for the Canary Islands banana sector.

ASPROCAN is formed by six organizations representing all producers of “Plátano de Canarias” or Canary Islands bananas (“plátanos”). This regional structure is regulated by European legislation.

These organisations represent a total of 7,752 producers cultivating a total crop area of 8,639 ha, with an average annual commercial production of 438,000 tonnes.

ASPROCAN strives to defend producers of Canary Islands bananas, while at the same time coordinating the technical and environmental control of production, ensuring compliance with applicable European standards and regulations at all times.

The Association also oversees communication of the “Plátano de Canarias” brand, which is also the only banana in the world to have been awarded the Protected Geographical Indication (PGI) status.

In September 2015, ASPROCAN was recognised by the regulatory body of the PGI scheme as the Management Body of the “Plátano de Canarias” PGI, its functions being to oversee production, ensure quality, manage quotas, conduct research into production and ripening systems, as well as other functions to guarantee the correct application of the PGI.
Canary Islands bananas ("plátanos") are cultivated using traditional production techniques. These bananas have been produced in the Canary Islands for more than 100 years. From generation to generation, they have formed part of the life, landscape and customs of the islands. In stark contrast to the production methods used by large multinationals, which focus on maximizing profits, Canary Island bananas are produced using traditional agricultural methods. This traditional system yields a natural product of the highest quality, sustainable with the environment and free of chemical fertilizers. Approximately 8,000 farmers on the islands make their livelihood from cultivating Canary Island bananas.

In the two years since the designation of the PGI label, “Plátano de Canarias” has successfully positioned itself as the leader in Spanish households*, boasting an average market share of over 70%, the remaining 30% corresponding to bananas grown elsewhere.

*Kantar Worldpanel 2016.
Differential Characteristics of Canary Islands Bananas
The surface area cultivated with “Plátano de Canarias” bananas represents approximately 18% of the total cultivated area. Today, all seven islands produce these bananas.

2.1 Cultivation

The structure of the Canary Islands banana industry is largely formed by smallholdings (the average area of plantations is less than one hectare). This situation favours more traditional crop management, with greater use of resources generated by the system itself.

The cultivation of “Plátano de Canarias” bananas is highly professionalised, as more than 100 qualified technical experts monitor their cultivation, giving banana farmers advice to favour increasingly natural and healthy production.
The Canary Islands is one of the outermost regions of the European Union and accounts for 52% of European banana production, guaranteeing compliance with European standards and regulations in environmental, social, labour and production matters, thus setting us apart from our competitors worldwide.
One unusual characteristic of the cultivation of “Plátano de Canarias” is the great demand for organic matter. As a result, soil characteristics are improved, much of the waste generated on the islands is used, chemical fertilizers are saved, as well as carbon capture and storage, thus reducing CO² emissions that cause global warming.

This incorporation of organic matter in the soil, often in the form of mulching, prevents the proliferation of adventitious weeds, thus avoiding the need to apply herbicide treatments.

The sector’s commitment to the environment is such that Canary Islands Bananas have a carbon footprint certification that includes not only production, but also distribution and marketing.

<table>
<thead>
<tr>
<th>HERBICIDES</th>
<th>INSECTICIDES / NEMATICIDES</th>
<th>OTHER FUNGICIDES</th>
<th>CONTACT FUNGICIDES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belize</td>
<td>Costa Rica</td>
<td>Cameroon</td>
<td>Panama</td>
</tr>
<tr>
<td>Colombia</td>
<td>Mexico</td>
<td>Ivory Coast</td>
<td>Canary Islands</td>
</tr>
<tr>
<td>(Spain)</td>
<td>(West Indies)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CO² emission per kg of product:**
- Canary Islands banana 195 g
- American banana 1,000 g

VALUES TABLE
COMPARISON OF BANANAS FROM OTHER REGIONS / CANARY ISLANDS BANANAS
The European Union has awarded “Plátano de Canarias” Protected Geographical Indication (PGI) status, making it the only fruit in the world of its category to have been designated this European quality label. The process of obtaining the PGI consisted of demonstrating the specific and distinctive qualities of “Plátano de Canarias” with respect to its competitors. In 2013, the European Commission recognised its unique organoleptic characteristics that give it a special flavour and an intense aroma. Its skin is distinguished by its characteristic bright yellow colour with dark flecks, its distinctive feature, caused by its high sugar content. By virtue of these qualities, “Plátano de Canarias” is today a Protected Geographical Indication.

“Plátano de Canarias” producers work to improve product quality, identification and traceability. The unique characteristics of these bananas are largely determined by the place where they are grown: the Canary Islands. Their subtropical climate means that the mild temperatures and gentle, humid winds favour slower fruit development on the plant than tropical crops.
2.3 Organoleptic Comparison

Comparison between the average values of the different carbohydrates of “Plátano de Canarias” and other bananas.

Moreover, soluble sugars present in “Plátano de Canarias”, as a proportion of total sugars, also constitutes a qualitative difference in its favour because its fructose content is significantly higher than that of other bananas. Fructose provides a lower glycaemic response than sucrose since it has a very low glycaemic index (GI), resulting in a smaller increase in blood glucose levels.

**Volatile Compounds**

The differences in aroma between “Plátano de Canarias” and other bananas seem to be linked to its richer characteristic aromatic compounds. 3-methylbutyl acetate or isoamyl acetate, which is considered to be responsible for the intense banana flavour or unique, surprising and incomparable aroma, are more abundant in “Plátano de Canarias” than in other bananas. “Plátano de Canarias” also contains compounds that contribute to its characteristic aroma, namely hexyl butanoate, which is not present in other bananas. American bananas contain compounds associated with other types of aromas, e.g. green, wood or musty smell (ethanol, butanol and hexanal).

**Comparison of volatile compounds in “Plátano de Canarias” and mature bananas**

American bananas contain compounds associated with other types of aromas, e.g. green, wood or musty smell (ethanol, butanol and hexanal).
One of the main differences between “Plátano de Canarias” and bananas from other origins is its morphology (shape, size, colour and taste).

The main morphological differences are indicated in the following table:

<table>
<thead>
<tr>
<th></th>
<th>“PLÁTANO DE CANARIAS”</th>
<th>OTHER BANANAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight (g)</td>
<td>237.7 g</td>
<td>135.5 g</td>
</tr>
<tr>
<td>Diameter (cm)</td>
<td>38 cm</td>
<td>39 cm</td>
</tr>
<tr>
<td>Length (cm)</td>
<td>15.7 cm</td>
<td>20.5 cm</td>
</tr>
<tr>
<td>Weight / Length (g/cm)</td>
<td>8.6 g/cm</td>
<td>11.5 g/cm</td>
</tr>
</tbody>
</table>
2.4 PRODUCTION

- 6 months of growth on the plant, double the time of other bananas, to obtain the sweetest and most intense flavour.
- More than 100 years of traditional, and sustainable cultivation.
- The European Union recognizes the characteristics that make us unique with the designation of the Protected Geographical Indication label.

RIPENING AND PACKAGING

The longer cultivation and shorter transport times allow these bananas to reach customers in a fresher and riper state, offering more sweetness and flavour.

One of the characteristics of the PGI “Plátano de Canarias” is the presence of flecks owing to the high sugar content. The “PGI” quality label recognizes these flecks as a distinguishing feature of the identity and quality of our product.
COMMUNICATION AND SPONSORSHIP

3
3.1 LIFESTYLE

Taste, size, origin, climate, flecks and quality are features that prompted the European Community to award “Plátano de Canarias” Protected Geographical Indication (PGI) status. However, closer examination reveals what expert physicians have identified regarding its composition, specifically certain nutritional differences with respect to other bananas.

In 2017, a group of prestigious medical experts compiled nutritional information on “Plátano de Canarias”, highlighting the following aspects:

**Regulation of mood disorders**

A decrease of serotonin in the central nervous system causes anxiety, depression, aggression, anguish and obsessive behaviour. One way to avoid this decrease in serotonin is to receive good levels of L-tryptophan and potassium, elements that are abundantly present in “Plátano de Canarias” bananas.

**Their most unknown feature: they are very rich in antioxidants**

“Plátano de Canarias” bananas have more antioxidants than many fruits. According to the ORAC (Oxygen Radical Absorbance Capacity) index, which measures the antioxidant power of foods, a “plátano” has around 880 units, and the daily recommended intake is between 3,000 and 5,000 units.

**Cardiovascular protection: a stronger heart**

Although no direct studies have been published, three components of “Plátano de Canarias” are beneficial in the prevention of cardiovascular diseases such as diabetes, cholesterol or hypertension. This is thanks to their content in fibre, potassium and antioxidant vitamins.

**It improves the immune system: anti-bacterial defence.**

Thanks to the vitamins it contains (A, B1, B2, B6 and C), it can contribute to proper immune system development and functioning through antibody synthesis and strengthen defensive mechanisms against bacteria.

**The best ally in slimming diets**

“Plátano de Canarias” bananas have high pectin content (double that of other
bananas), a specific soluble fibre that boosts mucin production in the intestinal walls, thus enhancing the feeling of satiation. Additionally, “Plátano de Canarias” contains hormones such as ghrelin and leptin, which help to achieve satiety and boost energy expenditure. Both are found in a higher proportion in “Plátano de Canarias” than in other bananas.
3.2 Marketing
Advertising
Sponsorship
“Plátano de Canarias” is the undisputed leader of the banana and plantain sector in Spain, with a market share of over 70%. A clear example of how quality and differentiation are key to its success among consumers. For this reason, “Plátano de Canarias” is the fruit that receives the greatest investment in marketing and communication in Spain.

Its communication and sports sponsorships seek to promote a healthy lifestyle and the importance of enjoying every day, among other objectives. It sponsors Olympic athletes and sporting events throughout the country.

Through this commitment to differentiation, the PGI “Plátano de Canarias” has achieved a 75% market share, despite being 60% more expensive than other bananas. The “plátano” and banana category has managed to withstand the decrease in fruit consumption, being one of the most popular fruits in Spanish households, where its consumption increased by 7.5% in 2017. However, for “Plátano de Canarias” the trend in fruit consumption in general is worrying, hence our desire to raise awareness of the need for a healthy diet.

This commitment is reflected in its communication and sponsorship campaigns. “Plátano de Canarias” is the fruit with the highest investment in advertising in the Spanish market and an example of how differentiation can be the key to success.

The most recent campaigns have highlighted “Plátano de Canarias” as a food for taking the first step towards a healthy life. A food that is on our side and allows us to enjoy and savour life without preventing us from looking after ourselves and living healthily. Starting that new healthy life first requires determination - take the first step, get off the sofa and leave that sedentary life behind.

Additionally, a full campaign has been carried out in parallel with the challenge of Mireia Belmonte (Spanish swimmer), who encourages participants to start a healthy life through exercise and good nutrition. Through a competition we have helped the winners through personalized training with a personal trainer. Mireia’s example encourages our followers on social media to live healthy lives.
The quality assurance policy consists in supplying healthy and safe Canary Islands bananas from the food safety standpoint and in accordance with applicable legal and regulatory requirements.

For each shipment, the producers and plots that will supply the bananas are selected. This selection is made according to the quality of the product. The selected plantations must have a quality seal guaranteeing that the fruit produced meets requirements, with at least one of the following certifications.

**SELECTION OF PLANTATIONS**

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GLOBAL GAP

GLOBAL GAP is a standard that covers the whole production process of the certified product on farms and all subsequent agricultural activities until the product leaves the facilities.

INTEGRATED PRODUCTION

Integrated agriculture is an intermediate step between traditional and organic agriculture. It differs from the former because it seeks more environmentally-friendly production, controlled use of plant protection products in crops and more responsible waste management, and tries not to compromise future production.

ANALYSIS OF PHYTOSANITARY WASTE

To ensure the food safety of the product to be shipped, phytosanitary waste analyses are carried out on an on-going basis on each batch of product for shipment. These analyses are carried out in a laboratory accredited by ENAC (“National Accreditation Body”) in the ISO 17025 standard (general requirements for the competence of testing and calibration laboratories). More than 150 active substances are analysed to ensure compliance with European harmonised MRLs and to guarantee the safety of the product.
## 4.1 Fruit Packaging

### Extra Category

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Hands</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Weight</strong></td>
<td>9 kg to 18 Kg</td>
</tr>
</tbody>
</table>

### Characteristics of the Fruit

**Common requirements:** “plátanos” must be green, whole, consistent, healthy and clean (no damage, foreign matter or rot).

**Specific requirements:** The fingers must not have blemishes, except for minor superficial alterations affecting no more than 1 cm² of the finger surface.

**Tolerance:** 5% in number or weight of bananas that do not conform to the characteristics of the category.

<table>
<thead>
<tr>
<th>Calibers</th>
<th>Thickness (mm)</th>
<th>Length (cm)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>MIN 32</strong></td>
<td><strong>MIN 14</strong></td>
</tr>
</tbody>
</table>

### Packaged

- **Box 60 x 40 x 14.5 cm**
- **With microperforated bag**
FIRST CATEGORY

PRESENTATION

Hands

NET WEIGHT

18 kg

CHARACTERISTICS OF THE FRUIT

Common requirements: “plátanos” must be green, whole, consistent, healthy and clean (no damage, foreign matter or rot).

Specific requirements: The fingers must not have blemishes, except for minor superficial alterations affecting no more than 2 cm² of the finger surface.

Tolerance: 5% in number or weight of bananas that do not conform to the characteristics of the category.

<table>
<thead>
<tr>
<th>CALIBERS</th>
<th>THICKNESS (MM)</th>
<th>LENGTH (CM)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MIN 28</td>
<td>MIN 14</td>
</tr>
</tbody>
</table>

PACKAGED

Box 60 x 40 x 24.5 cm with microperforated bag
CONTACT

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