



PLÁTANO
DE CANARIAS
EXPORT
CATALOG





WHO WE ARE

The Association of Producers Organizations of 'Plátano de Canarias', ASPROCAN, represents 100% of producers and the six organizations that market the fruit of those more than 7,300 producers on six different islands.

ASPROCAN is the representative and management body of the Protected Geographical Indication (PGI) and responsible of the promotion of Plátano de Canarias PGI brand.

Our clients can count on the support of the sector to coordinate import-export activities with our organizations and advertising and promotion plan for the opening of new markets. This support translates into image and merchandising at points of sale with the aim of raising awareness of the product, encouraging consumption and building customer loyalty.

**TASTE of
Europe**

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INTRO- DUCTION

Plátano de Canarias is a traditional production that began in 1540.

Generation after generation, Plátano de Canarias has formed part of the life, landscape and customs of the Islands. An average size of 1 hectare reflects the family character of the production. This family character entails maximum sustainability criteria, since Plátano de Canarias represents the livelihood of thousands of small producers.

The Canary Islands is one of the outermost regions of the European Union. The production of Plátano de Canarias is 420,000 tonnes, which represents 65% of European banana production, guaranteeing compliance with European standards and regulations in environmental, social, labour and production matters, which differentiates us from our competitors worldwide.



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PLÁTANO DE CANARIAS CHARACTERISTICS

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2.1 A DIFFERENTIATED AND VALUE ADDED PRODUCT

Plátano de Canarias is recognized as a PGI (Protected Geographical Indication), making it the only fruit of its kind in the world to be recognized as such within the European Union.

The European Commission recognized as unique its organoleptic characteristics, which give it a special flavour and intense aroma. The particular appearance of its skin, which is distinguished by its bright yellow colour with small dark 'specks',

is its distinctive sign. These qualities make Plátano de Canarias today a Protected Geographical Indication. These unique characteristics are largely determined by the production area, the Canary Islands. Its subtropical climate means that the mild temperatures and gentle, humid winds mean that the plant develops more slowly than tropical crops. The longer cultivation time, with 6 months on the plant, together with the

shorter transport time means that the plátano reaches the customer in a fresher and more advanced state of ripeness. The differentiation can be seen in the fact that Plátano de Canarias has its own tariff code.



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“PLÁTANO DE CANARIAS IS THE ONLY ONE TO HAVE PGI STATUS”

SOURCE

ONLY THE CLIMATE OF THE CANARY ISLANDS CAN CREATE SUCH A SPECIAL FRUIT

TASTE

THEIR DELICIOUS TASTE CAN ONLY BE ACHIEVED USING TRADITIONAL, NATURAL AND SUSTAINABLE CULTIVATION TECHNIQUES

AROMA

UNIQUE, SURPRISING AND INCOMPARABLE AROMA

FLECKS

THEIR OUTER APPEARANCE IS UNIQUE



DISTINCTIVE CHARACTERISTICS KEYS

— SUBTROPICAL CLIMATE

The subtropical climate of the Canary Islands, with mild temperatures through out the year, allows the plátanos to develop longer in the field and to accumulate more of the sugars that give them their characteristic flavour.

— SELECTED CULTIVARS

The plant material used to grow Plátano de Canarias is based on local small dwarf cultivars of the Cavendish variety, acclimatized to the growing conditions and with a smaller banana size, grown exclusively in the Canary Islands.

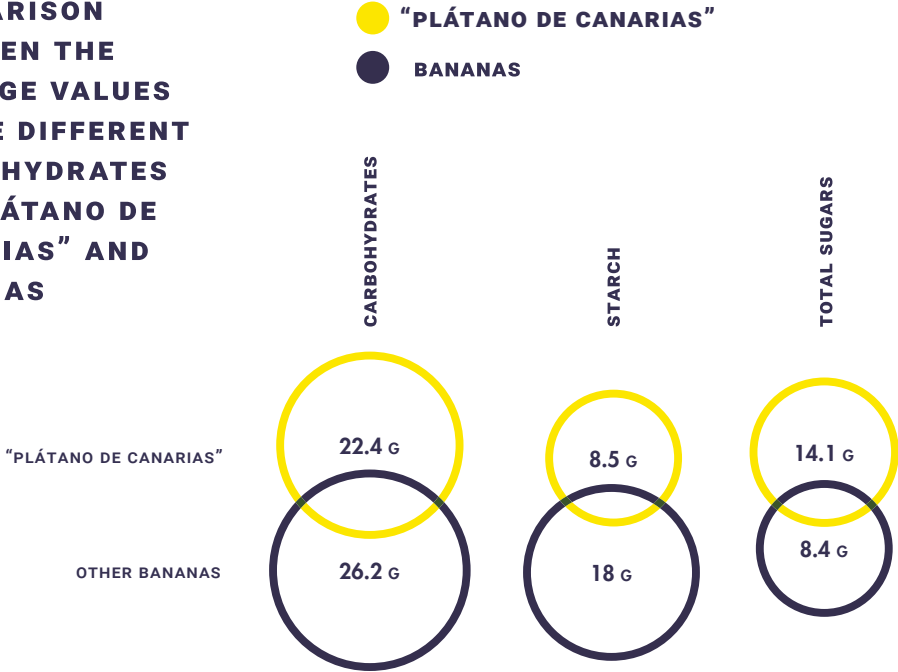
— EUROPEAN REGULATIONS: PHYTOSANITARY AND SOCIAL

Plátano de Canarias, being European production, are governed by the highest social and environmental standards. Pest control is carried out on the basis of Directive 2009 /128/EC, which makes integrated pest management compulsory, giving priority to cultural practices and biological control. In addition, the sector is making a firm commitment to a cultivation model based on sustainability, seeking to make biological control and biodiversity the pillars that support production.



ORGANOLEPTIC COMPARISON

COMPARISON BETWEEN THE AVERAGE VALUES OF THE DIFFERENT CARBOHYDRATES OF "PLÁTANO DE CANARIAS" AND BANANAS

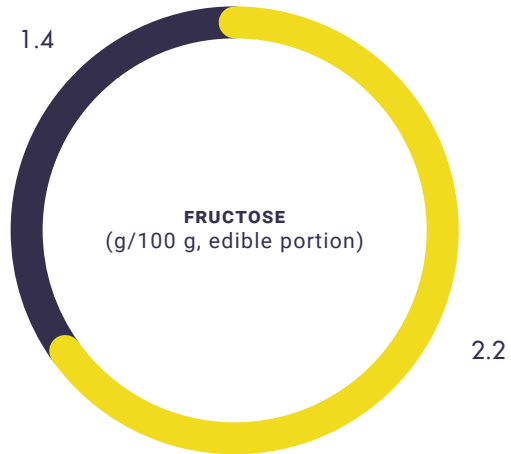


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FRUCTOSE

In addition, within the total sugars, the proportion of soluble sugars in 'Plátano de Canarias' is also a qualitative difference in its favour due to a significantly higher fructose content than that of the banana.

Fructose provides a lower glycaemic response than sucrose, as it has a very low glycaemic index (GI), which means a lower increase in blood glucose.



FUENTE: Cano M et al. Differences among Spanish and Latin-American banana cultivars: Morphological, chemical and sensory characteristics. Food Chemistry 1997; 59: 411-419.

2.2 PLÁTANO DE CANARIAS AND THE ENVIRONMENT

The sector's commitment to the environment is such that Plátano de Canarias has a carbon footprint certification that includes not only production, but also distribution and marketing.

At field level, the cultivation of Plátano de Canaria acts as a carbon sink, reducing an equivalent amount of 76.26g CO₂ from the atmosphere for every kilogram of banana produced.

Taking into account distribution and marketing, the carbon footprint amounts to 121g CO₂/kg banana sent to the continental market, these being minimum levels in the marketing of fresh fruit.



AENOR

HUELLA
DE CARBONO
CO₂ CALCULADO

HCP - 2022/0004

CO₂ EMISSION PER KG OF PRODUCT:

- CANARY ISLANDS BANANA 195G
- AMERICAN BANANA 1.000G

2.2.1 BIO PLATANO DE CANARIAS

Certified by the Spanish authorities, our certification for organic production indicates that the agricultural products have been produced in compliance with European regulations: EC Regulation 2018/848 on organic production and labelling of organic products.

This certification makes us a real organic banana option

for the European consumer. Our production complies with all European organic production requirements, which differentiates us from third country productions, which are considered organic according to their national standards, but whose production methods mean that they do not comply with European production requirements.



2.3 QUALITY CONTROL

SELECTION OF PLANTATIONS

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.



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.

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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.



GLOBALG.A.P.
The Global Partnership for Good Agricultural Practice





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**COMMUNICATION
AND SPONSORSHIP**

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3. A PGI BRAND WITH THE CAPACITY TO INVEST IN MARKETING AND COMMUNICATION

Plátano de Canarias has a proven track record of marketing and communication support. Plátano de Canarias is the best known fruit brand in our country and is associated by consumers with values

linked to quality. Plátano de Canarias does not compete on price, but on added value. Our plátano brings added value in terms of flavour, environmental values and social commitment.

These elements are already recognised in Spain and we want them to be recognised by European customers, for which we are in the process of opening up markets.

RANKING SPAIN | RANKINGS SECTORAL (IN HOME)

Leading brands in all sectors maintain their position



Source: "Brand Footprint 2023" Kantar

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PLÁTANO DE CANARIAS BRAND IMAGE

Attributes | SOURCE: GFK 2022





One of the members of our "Club de Fruterías"



Advertising campaign featuring Pedri, a professional football player for FC Barcelona and Spanish National Football Team.

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Plátano de Canarias in Switzerland's leading food chains, COOP SUISSE and MIGROS.

**MARKETS WHERE
WE ARE PRESENT**





CONTACT

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