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By Tom Joyce

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UGPBAN stresses commitment to agroecology



Bananas from Guadeloupe and Martinique will highlight their environmental focus at this week's Fruit Attraction show in the Spanish capital

At this week's Fruit Attraction exhibition in Madrid, UGPBAN, the union of banana producer groups in the French Antilles, along with partners Fruits of the World, Fruidor Bananas, Fruidor Terroirs and BUFL, will highlight the continued commitment of the banana sector in Guadeloupe and Martinique to agroecology.

A member of the Nouveaux Champs collective, the union's "zero pesticide residue" banana is only made possible by the use of good agricultural practices, UGPBAN states.

Such practices include

leaving land fallow and rotating crops in order to regenerate the soil and maintain its fertility, using traps to catch the black banana weevil and employing biocontrol treatments post-harvest.

The union is also highlighting its banana produced "without synthetic pesticides", cultivated without use of herbicides, insecticides or fungicides.

The exhibition equally provides an opportunity for UGPBAN, which has until now communicated through its brand of origin, Banane de Guadeloupe & Martinique, to reveal its new logo. According to the union, the closely bunched letters and warm

colours signify the close links and energy of the sector in the Antilles, while the stamp recalls the brand's strength and Frenchness.

Fruidor Terroirs-BUFL will present the brand that it created at the start of this year, Prestige du Potager, dedicated to high-end restaurateurs and wholesalers, which includes specialties such as Gironde asparagus and Hauts-de-France dandelions. Meanwhile, its Les Nouveaux Producteurs brand welcomes a new product, green beans, to its range.