



By Mike Knowles

Wednesday 21st October 2020, 12:12 GMT

## Fruitbox: How to slow climate change by eating bananas



Mike Port of Port International talks about adding value to a market still very much under pressure from supermarket pricing

**M**ike Port is the chief executive of Port International, the Hamburg-based importer which recently took up the challenge of tackling climate change. Tomorrow marks exactly one year since the company started marketing CO<sub>2</sub>-neutral bananas under a new brand called Be Climate, a move that Port believes brings new value to a product that is renowned for its slim margins and frequently used as a weapon of choice among retailers engaging in price wars.

"Every Be Climate banana has a QR code, so the consumers with their mobile phones can find out very easily that, by buying one kilo of bananas, they have compensated 940g of CO<sub>2</sub>," he explains during the latest episode of Fruitnet's conversation series Fruitbox. "But it's not only showing them how much CO<sub>2</sub> they balance. It also shows in a very transparent way what they have done with it."

across the global fruit and vegetable business that tunes in every week to hear exclusive interviews and expert analysis.

Produced by Fruitnet Media International, the show is essential listening for everyone in the fresh produce industry.

To find out how you can tell your story on Fruitbox, email [chris@fruitnet.com](mailto:chris@fruitnet.com).

Port accepts that no single company can fight climate change on its own. "We cannot do everything but we have made a start, showing consumers and our partners that we have projects where we reduce emissions and for the rest we are balancing by investing in offset projects," he argues.

So are retailers changing their attitude to the banana market? Are they buying into the idea of the fruit's potential added value? The answer, says Port, is certainly not all of them, although he notes that Belgian supermarket chain Delhaize recently replaced its premium range with Be Climate and subsequently sold more bananas under the brand.

"Covid hasn't helped," he admits. "I see a tendency towards the race to the bottom and who has the most competitive bananas on the shelf, because consumers obviously are quite sensitive and they like to buy cheap bananas. In the future, they are afraid about what's

To learn about sponsorship and advertising opportunities, email [advertising@fruitnet.com](mailto:advertising@fruitnet.com).

The latest episode of Fruitbox, as well as all previous episodes, can be found on any of the following podcast services:

- Apple**  
[Click here to visit Apple Podcasts](#)
- Spotify**  
[Click here to visit Spotify.com](#)

going to happen. So unfortunately the price fighter will [still] play a role. However, I believe that there will also be a lot of consumers who will focus on values and who are prepared to pay for quality, organics, fair trade and also lately for stopping climate change."

The important lesson, he notes, is to build a narrative around the value you are trying to secure. "If you can put a story behind a brand, or a special quality, or a new variety, then there will be consumers and supermarkets giving you a chance with this product, because it sells."

Enjoyed this free article from Eurofruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Eurofruit Magazine](#).

Hosted by Chris White in London, Fruitbox now attracts a big audience

**Anchor**  
[Click here to visit Anchor.fm](#)

**Google**  
[Click here to visit Google Podcasts](#)

**Overcast**  
[Click here to visit Overcast.fm](#)

**Soundcloud**  
[Click here to visit Soundcloud.com](#)

**Stitcher**  
[Click here to visit Stitcher.com](#)

**Pocket Casts**  
[Click here to visit Pocket Casts](#)

---

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

**FRUITNET.COM**