



ONE BANANA HIGHLIGHTS FRUITS OF LABOR THROUGH RELEASE OF THEIR FIRST VISUAL STORY

GUATEMALA, November 12, 2015 – ONE Banana, The Better Banana Company, today, formally released the first of what is expected to become a series of videos detailing the ONE Banana story. The short video was created in furtherance of ONE’s missions of promoting transparency and vertical integration, fostering a deep connection between the brand and its consumers, and educating the public about how ONE’s bananas are grown.

Shot on location throughout ONE Banana’s farms in Guatemala earlier this year, the video highlights the four pillars upon which ONE Banana was founded: to grow the highest quality fruit ensuring that consumers receive the best bananas, support its employees and their local communities, demonstrate an unwavering commitment to corporate social responsibility, and continue its dedication to environmental sustainability.

For the first time ever, viewers will get the opportunity to view actual footage filmed at ONE Banana farms. They will see firsthand testimonials from ONE employees, members of the Guatemalan community and children who have benefited from the Company’s many social responsibility programs. This includes [ONE Banana’s](#) Safe Water Project (which makes water filters publicly available at substantially reduced costs), their Nutritious School Snack Program (which donates one banana per student each school year at 16 area schools), and the Human Development Center (that provides, among other things, high-quality, low-cost medical care to employees and members of the community as well as a private education to the children of ONE Banana employees).

“Not many people understand how much love, time and care go into growing a banana,” says Bernardo Roehrs, Corporate Affairs Director. “We are excited for people to see [this video of our story](#). It’s very important for us as a company to share our story with our consumers and allow the buying public to tie the many faces that contribute to and benefit from ONE Banana.”

For more information about ONE Banana and to view their new film, please visit their website, <http://www.onebananas.com>.

ABOUT ONE BANANA

ONE BANANA is a family-owned company with operations in the United States, Europe, Guatemala, Peru, and Ecuador. It has emerged as a leader in socially responsible and environmentally sustainable farming. The Company has implemented rigorously developed workplace safety standards, the latest water conservation and rainwater collection technologies and industry-leading worker benefits. Through its parent company, AgroAmerica, ONE Banana’s corporate social responsibility projects include providing access to medical clinics, nutritional programs, and daycare facilities that have benefited more than 19,000 people, across four rural communities in Guatemala.

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