



Yellow News

We are local and global

Edition january - march 2025

We want to show how we **care**
for **sustainable development**.

Our goal is for our initiatives to have
a **positive impact on the world**.



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Training panels

Citronex



The **banana training** is a comprehensive session aimed at providing **knowledge** about the product, its properties, cultivation process, and storage methods. Participants will learn about different types of bananas, their **life cycle**, and the requirements for transportation and distribution to ensure **the highest quality** of fruit in stores. Additionally, the training covers aspects related to **ethical sourcing of bananas**, sustainable development, and methods to **prevent waste**. Participants will also receive tips on **merchandising** to effectively promote bananas in stores, attract customers, and increase sales. The goal of the training is to **equip employees** with the **necessary knowledge** to better manage the product and offer consumers **fresh, delicious, and responsibly sourced bananas**. The training allows participants to familiarize themselves with **best practices** in customer service, market trends, and **innovations** in banana cultivation, transportation, and sales, with the aim of increasing the efficiency and **quality** of the product offered.



Development is the foundation!



Piotr Żyła

Brand ambassador



Piotr Żyła, a ski jumping **champion**, plays the role of a brand **ambassador for Yellow**, supporting it with his **passion for sports** and **healthy lifestyle**. As a professional athlete, Piotr understands perfectly how important proper nutrition is for performance and body **recovery**. Bananas, being a **natural source of energy**, vitamins, and minerals, make an **excellent snack** for active individuals, both professional athletes and amateurs. Collaborating with the Yellow brand is Piotr Żyła's way of **promoting healthy choices** that support the body's endurance and help maintain fitness. His positive approach to healthy eating and **physical activity** makes his ambassadorship a perfect combination that inspires others to take care of their health and **energy every day**.



Taste without waste!



Class II tomatoes sold to shops are a great way to **prevent food waste**. Although they may vary in appearance, they are still full of flavor and **nutritional value**. Remember, tomatoes are **natural plants**, and every fruit looks different – this is a feature worth appreciating! Thanks to this initiative, tomatoes that might have been wasted due to minor visual defects are now reaching consumers, offering them the opportunity to purchase **fresh**, Polish products at an attractive price. It's the perfect chance to **support the fight against waste** while enjoying **healthy vegetables**.



Employment equality

Women play an important role on banana plantations, making up an average of 21% of the workforce. While their participation varies by region, in some places, it reaches as high as 35%! This proves that agriculture, though demanding, is an open space for everyone – both men and women. It's not just about numbers, but about real support and equal opportunities.

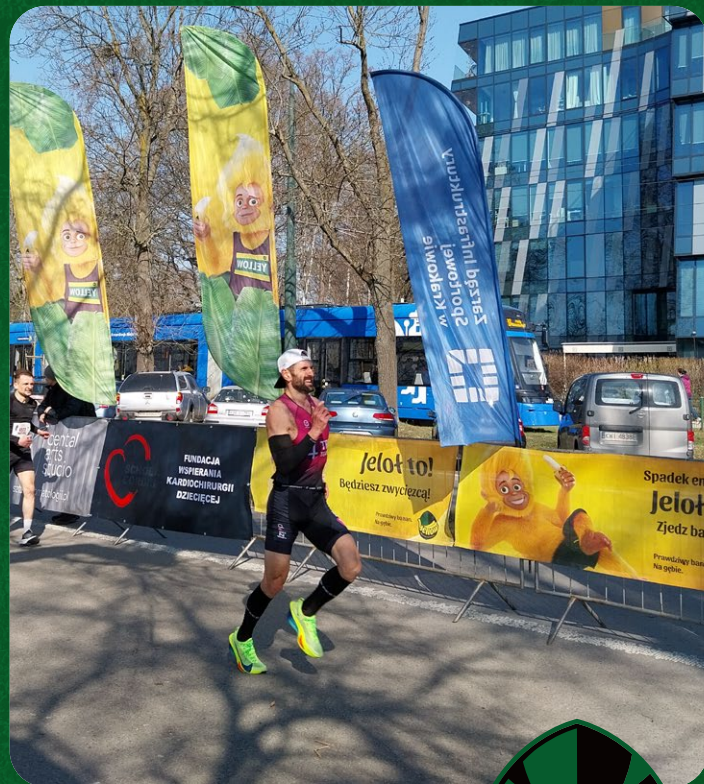
We believe in the strength of women and their contribution to the development of the agricultural sector. We are proud to say that our suppliers' plantations create an environment where women can work, grow, and be part of this incredibly important sector of the economy.

Gender equality in employment is one of the key UN Sustainable Development Goals. Goal 5.1 focuses on eliminating discrimination against women and girls, and we actively support this goal. Agriculture is a job for everyone, and we are delighted that more and more women are becoming part of our shared mission!



Marzanna half marathon

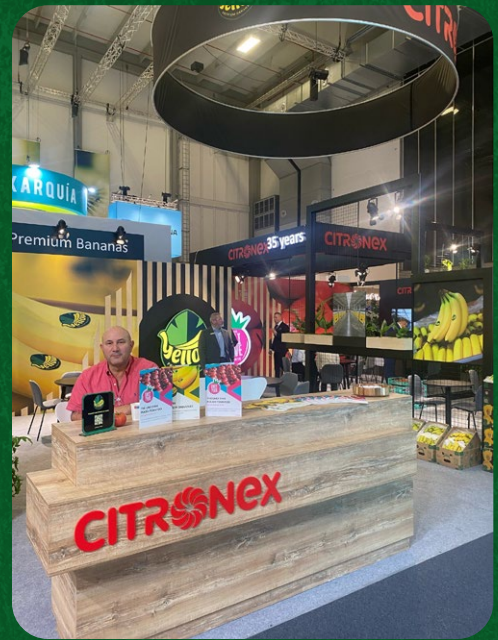
As **Yellow**, we are proud to announce our **partnership** with the **21st Krakow Marzanna Half Marathon**, organized by **Vena-Sport**. This was a **special event** for us, bringing together runners from all over Poland, and we had the pleasure of **supporting** them in their pursuit of the best results. We provided participants with our **fresh, delicious bananas**, which were available at the aid stations along the race. Thanks to our **fruit**, the runners not only **enjoyed a healthy snack** but also gained essential **energy** and nutrients that helped them maintain endurance and focus throughout the **race**. We are thrilled to have been a part of this **amazing** event, **promoting a healthy lifestyle and supporting athletes** in their efforts!



Fruit Logistica

Our visit to the **Fruit Logistica Fair in Berlin** was a remarkable event that allowed us, as **Yellow and Just Pink**, to present our offerings to a **wide range of professionals** from the **food industry**. This fair is one of the **most important events** in the **fruit and vegetable** sector, gathering **market leaders, innovators, and business partners** from around **the world**.

During the event, we had the opportunity to **build valuable business** relationships, exchange **experiences** with other producers and distributors, and showcase our products – **fresh, flavorful Yellow bananas and exceptional Just Pink tomatoes**. It was an excellent opportunity to **share our philosophy** of sustainable development, **ethical farming practices**, and our commitment to **the highest quality of our fruits**.



Being part of this **global event** also allowed us to **learn about the latest trends in the industry, technological innovations, and solutions** that are shaping the **future of the fruit and vegetable** market. We eagerly look forward to further developing our **cooperation** with our new partners and believe that our presence at **Fruit Logistica in Berlin** will open new opportunities for us, strengthening our position in the **international market**.

New fleet

Our company is proud to announce the purchase of a **new fleet of vehicles**, marking a **significant step** in the development of our **business**. These **new cars** are not only an **investment in the quality** of the services we provide but also in the **comfort and safety of our drivers**. We **care about their** needs by providing **modern and comfortable** vehicles that **support work** efficiency and **raise the standards** of our company. This is another **milestone** that allows us to better meet the **expectations** of our customers.



Support for young athletes

We are proud to **support our young athletes** by providing them with **top-quality bananas** for every tournament of the Kashubian League and other events organized by **KPR Żukowo**. We believe that **proper nutrition** is key to achieving **sports success**, which is why we provide kids with a **healthy and energizing snack** that helps them maintain peak performance during intense competition on the field. Thanks to our partnership with **Citronex Pruszcz Gdański**, our **fresh bananas** reach the fields, becoming a source of **essential energy** for young athletes, helping them maintain **focus and endurance**. We are proud that our fruit **supports young football players** in their pursuit of success, offering them not only a **delicious taste** but also the nutritional value necessary to achieve the **best results!**



The future of packaging - Pack4Future 2025

Citronex actively participated in the Pack4Future conference, held on March 11-12, 2025, focusing on PPWR and ROP regulations. The event brought together packaging industry experts, representatives of manufacturing companies, and quality specialists to discuss key challenges related to the new regulations.

During the conference, topics included the selection of sustainable materials, eco-friendly alternatives to plastic, and optimizing cardboard packaging to minimize waste. Legal requirements, certifications, and compliance with PPWR and ROP standards were also addressed. Special attention was given to quality audits, smart packaging solutions for monitoring product freshness, and innovative technologies aimed at reducing the carbon footprint.

By participating in the event, Citronex specialists gained a better understanding of upcoming regulations, exchanged experiences with industry leaders, and identified innovative solutions that could be implemented in the banana packaging process.

As a responsible player in the food market, Citronex is actively adapting its processes to new environmental regulations. The conference provided the company with valuable knowledge and tools to further enhance packaging quality and safety while minimizing environmental impact.



Thank You

See you
in the next quarter



yellowbananas.pl

 **Yellow - Jelot to | Jedyne Malinowe**

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CITRONEX



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