



Yellow News

We are local and global

January - March Edition 2026

We want to show how we care about sustainable development.

Our priority is for our actions to have a positive impact on the world.

#Go Yellow



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First aid training

Citronex employees participated in a comprehensive first aid training course aimed at increasing occupational safety awareness and crisis response skills.

The training included a theoretical part as well as practical exercises, during which participants could practice realistic rescue scenarios, including cardiopulmonary resuscitation (CPR) techniques. The course was conducted by a paramedic with many years of service in police special forces units, who is also a co-organizer of the nationwide workshops "Counterterrorist medic" and "Paramedyk".

Initiatives of this type help build a strong safety culture within the organization and better prepare our employees to act responsibly in situations requiring a quick response.



Fruit Logistica 2026

In February of this year, we participated in the Fruit Logistica trade fair in Berlin – one of the most important events in the fresh fruit and vegetable industry in the world.

The fair was an excellent opportunity to meet with business partners from all over Europe and other regions of the world, exchange experiences, learn about new market trends, and present our activities related to sustainable development and responsible business.

Participation in international industry events remains an important element of building long-term cooperation and strengthening relationships throughout the entire supply chain.



Sustainability Panel during Fruit Logistica

During the Fruit Logistica 2026 trade fair, a panel dedicated to sustainable development was held, organized by one of the international retail chains. The topic of discussion covered the issues of fair remuneration and minimum wage standards in the banana sector.

One of the speakers was Felix Strauss, who presented achievements to date, key conclusions, and plans for further actions related to responsible sourcing and corporate social responsibility. Producers and partners also participated in the panel, sharing their experiences regarding ethical practices and sustainable development.

The discussion highlighted the importance of cooperation across the entire supply chain in building a more transparent and responsible fresh produce sector.



Support for WOŚP

As part of our support for the WOŚP Foundation (Great Orchestra of Christmas Charity), we donated two unique items to charity auctions.

The first was a Yellow Event T-shirt related to the cooperation in organizing EuroBasket 2025, signed by members of the Polish national ski jumping team. The second attraction was the opportunity to take a guided tour of our greenhouse.

The funds raised during the auctions were allocated to support the foundation's activities related to healthcare and the purchase of medical equipment. We are proud to be able to support initiatives that have a real impact on local communities.



Quality workshops for our clients

In our ripening facility, we organized workshops for representatives of Żabka Polska, dedicated to fruit quality, the banana ripening process, and logistical standards. The meeting was an opportunity to exchange experiences, discuss expectations, and talk about the further development of cooperation with Citronex in the spirit of responsible and sustainable business.

Workshops of this type help us to continuously improve our operating standards and build long-term relationships with business partners.



Yellow for young athletes

The Yellow brand proudly supports the Kashubian Handball League for Children and Youth, providing fresh bananas to young athletes during games and tournaments.

Through this initiative, we promote healthy eating, physical activity, and positive sporting values among children and youth.



Honorary Consul of Poland in Romania

We are proud to announce that Fryderyk Schiller, Chief Operating Officer of Yellow Fresh Fruits, has been appointed Honorary Consul of Poland in Timișoara.

This exceptional distinction is a testament to his long-standing commitment to developing business relations and international cooperation between Poland and Romania. As an operational leader and active participant in economic life, he plays an essential role in building bridges between markets and supporting Polish enterprises abroad.

We are proud to have someone in our ranks who not only contributes to the company's growth but also represents Poland on the international stage, strengthening its image and supporting local communities.



Charity football tournament

A charity football tournament took place in Zawidów, bringing the local community together. The event was supported by the Yellow Bananas brand, which made it possible to organize the tournament and provide prizes for the participants. The event was held in a friendly atmosphere, and the funds raised were donated to charity.



Independent supplier audits

As part of our CSR initiatives, we regularly conduct independent audits of our banana suppliers to ensure the highest standards of quality and social responsibility throughout the entire supply chain.

During these audits, we pay close attention to product quality, supply chain transparency, and compliance with CSR and ETI (Ethical Trading Initiative) principles on the plantations. Among other aspects, we verify working conditions, alignment with current ethical standards, and the approach to environmental protection.

Through these actions, we not only minimize risks but also actively support our partners in improving their processes and raising standards. For us, independent audits are a key element in building a responsible and transparent supply chain.



Roşii Româneşti

As part of sustainable development efforts, investments that combine modern technologies with a responsible approach to food production are becoming increasingly important. A perfect example is the Roşii Româneşti project, carried out in Romania by Citronex.

One of the country's largest greenhouse complexes for tomato cultivation is being built in Dumbrăveni. The investment is based on the application of highly advanced technological solutions that enable efficient and, at the same time, more sustainable production.

The project not only increases the availability of high-quality fresh vegetables but also supports the development of the local economy and the creation of new jobs. Thanks to the use of modern cultivation systems, it is possible to reduce resource consumption and optimize production processes.

Initiatives like Roşii Româneşti show that business growth can go hand in hand with social responsibility – by supporting local communities, promoting innovation, and building a more sustainable supply chain in the agri-food sector.



Sports event of the year

Eurobasket won the award for "Best Organized Sports Event of 2025 in Poland"!

We are thrilled that Citronex and Yellow were part of this incredible event.

Our energy was visible not only during the games on the big screens and perimeter boards, but also during breaks, matches, and even in the fan zone, which hosted numerous meet-and-greets with basketball players and celebrities.

Lots of fun and a job brilliantly done!



