



Yellow News

We are local and global!

Edition 2024

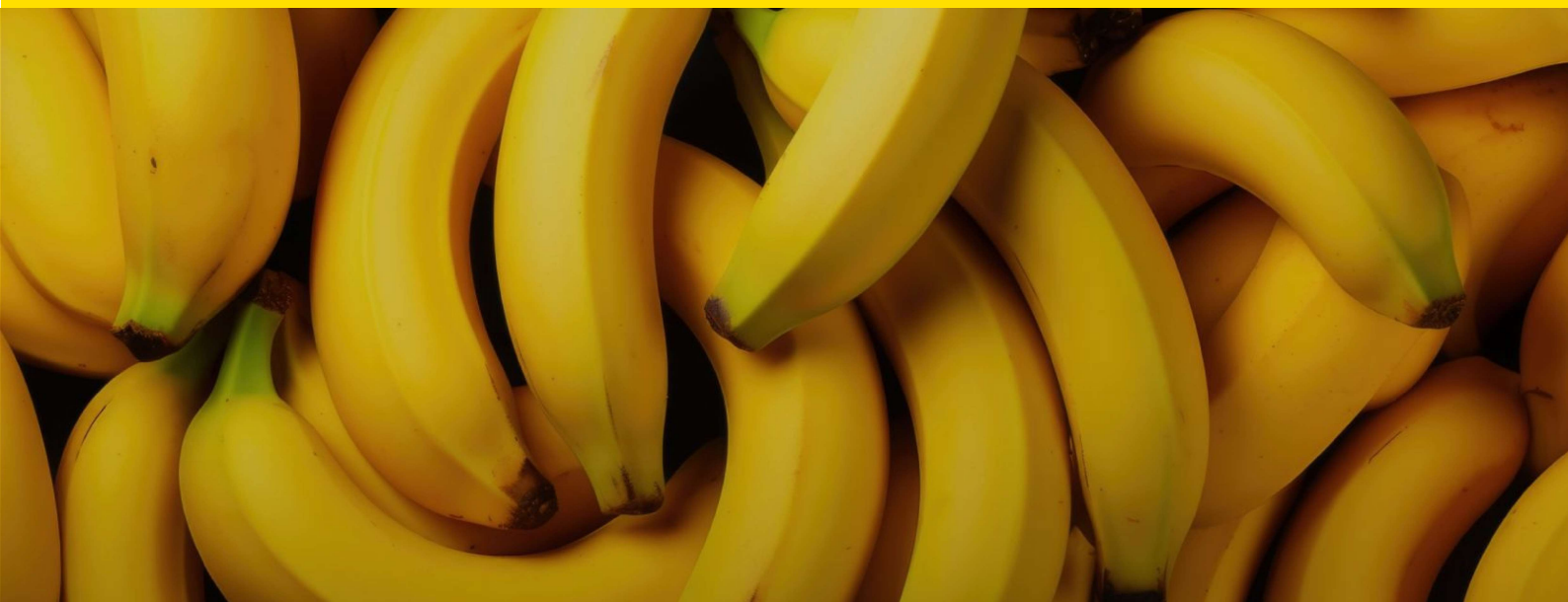
Explore our newsletter!

We want to share with you how we care about sustainable development on a global and local scale. We are committed to making the world a better place through our pro-social activities.

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Banana Day: Following the Yellow monkey

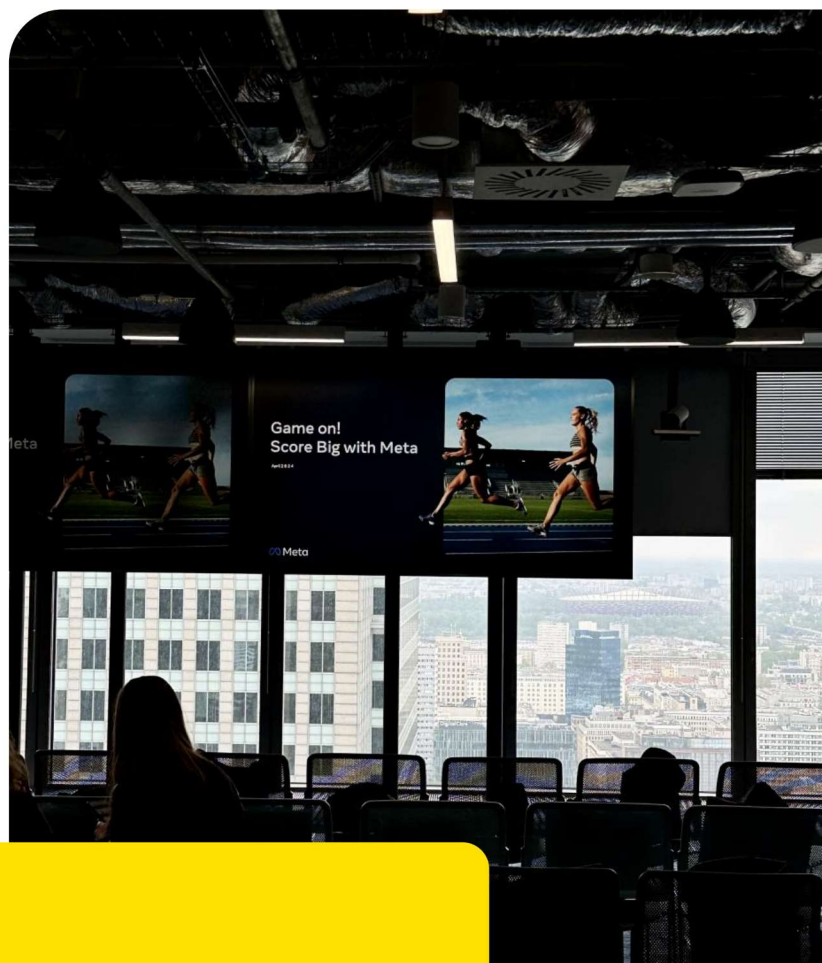


On **April 7th**, we celebrated the **International Banana Day**! To mark this occasion, our company organised a series of events in elementary schools. The Yellow team visited several schools, setting up scavenger hunts for the children.



During the activities, the kids learned valuable information about the nutritional benefits of bananas and their role in a daily diet. Our staff talked about the potassium content, vitamins, fiber, and how bananas support health, energy and concentration.





Marketing event: Employee skills development

Our employees had the opportunity to participate in the **"MultiScreenday2024"** and **"Score Big with Meta in 2024"** events. During these sessions, we delved into the latest trends and innovative solutions in marketing strategies, as well as explored the opportunities Meta will offer in the coming year.

These events provided an excellent chance for us to deepen our knowledge and exchange experiences with industry leaders. As a result, we gained valuable insights that will enable us to better achieve our goals and introduce innovative solutions into our offerings.

The Ambassador of engagement: Piotr Żyła at the Ripening Facility in Zgorzelec

In April, we had the pleasure of welcoming our ambassador, Piotr Żyła, at the ripening facility in Zgorzelec. Piotr visited to get to know the brand he collaborates with more closely and to learn about the banana ripening process from the moment they are harvested until they reach store shelves.

During his visit, Piotr listened with interest to our employees' stories about the processes and care we invest in each stage of ripening Yellow Bananas. Our team also had the opportunity to meet a **legend of Polish sports**, which was a special event for everyone present.



Yellow for Athletes: Supporting local marathons

In recent months, **Only Pink** and **Yellow Bananas** have supported three marathons: in Siechnice, at Kliczków Castle and the Night Half Marathon in Wrocław. Our brands not only participated in these events, but also provided participants with essential energy, including Only Pink tomatoes after the race in Siechnice and Yellow Bananas along the routes of each of these three races.

We are committed to sports initiatives that promote physical activity. Through our involvement, we aim to encourage people to lead active lifestyles and take care of their health.



Students discover the secrets of bananas: A trip to the ripening facility

In May, we hosted a **group of elementary school students** from **Smolnik**, who had the opportunity to observe the banana ripening process. The visit provided a great opportunity to introduce young people to the world of cultivation and distribution of our products.

During the visit, students were able to follow every stage of production, from the arrival of bananas at our facility to the moment they reach optimal ripeness for consumption. The visit sparked curiosity and deepened understanding of fruit ripening processes among the youngest participants.





World Environment Day: Recycling workshop with Rekopol

Together with the company **REKOPOL**, we organised a **lesson** on **recycling** at a local school. Raising ecological awareness and promoting good habits among the youngest is crucial for protecting our planet.

The children listened with interest about **how to properly sort waste** and **why recycling is so important for the environment**. We hope that initiatives like this will contribute to future generations taking care of our planet and making informed decisions.

Rooster Rally:

Supporting Employee passions and helping children

This year, **Yellow employees** participated in the Rooster Rally, traveling across Poland by vintage cars. It was not only an opportunity to nurture their passion for automobiles but also to provide help where it is most needed. During the rally, **participants visited orphanages**, delivering gifts and essential items to the children.

The **Yellow team** dedicated their time, energy to bringing joy and **support to children** all across Poland!



Children's Day:

Visit to the Family Children's House in Lasów

For Children's Day, we visited the local orphanage in Lasów. The Yellow team decided to bring positive energy and gifts to our young friends. We delivered toys as well as fruits - Yellow Bananas and Only Pink tomatoes.



We know how important this holiday is for every child, so we were fully committed to ensuring everyone could participate. Seeing the smiles on the children's faces brings us joy and satisfaction. We appreciate our employees who enthusiastically joined our initiative.

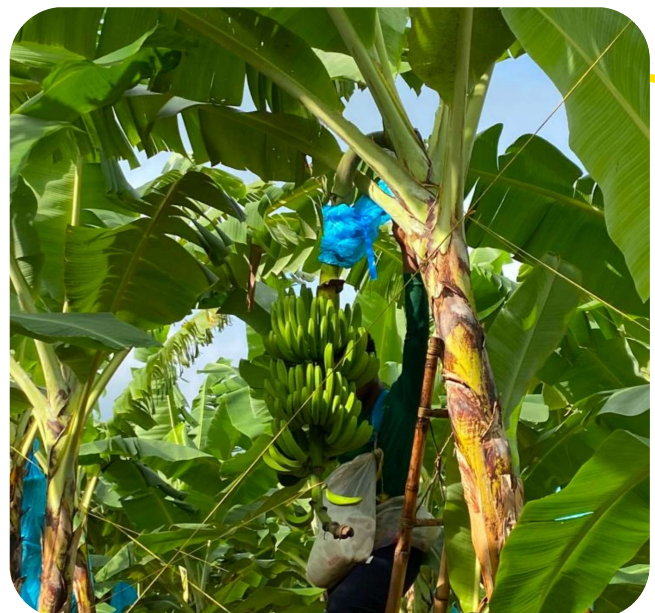


We focus on strong foundations: A visit to plantations in Guatemala

We conducted an independent **audit in Guatemala** to ensure the highest quality of our products and the transparency of our supply chain, which is crucial both for us and our customers.

During the audit, we focused on verifying the compliance of our suppliers' actions with the core principles of **Corporate Social Responsibility (CSR)** and the **Ethical Trading Initiative (ETI)**.

Additionally, we thoroughly checked to ensure that human rights are respected and upheld.



Participation of Only Pink in job fair: Event organised by SGGW



In March, we had the pleasure of participating in the **Job Fair** held in **Warsaw**. The event was organised by the **Warsaw University of Life Sciences**. This event provided us with an opportunity to meet students and present them with the opportunities that come from collaborating with us.

The discussions covered various topics, including internship proposals and job offers at our company. It was also a time to exchange interesting facts about the tomato industry, which garnered significant interest from the young attendees.

Yellow Fresh Fruits KFT:

Official sponsor of the Hungarian Volleyball Federation

Yellow supports teams participating in youth and adult competitions by providing unlimited access to fresh bananas throughout the day. Our products give athletes the necessary energy, enhancing their performance and endurance during the games.

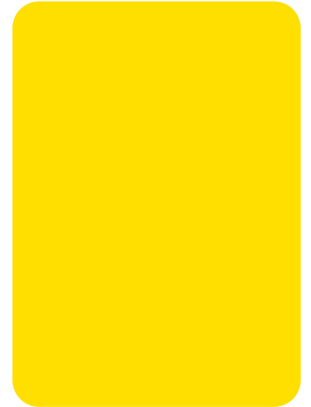


Running event in Hungary: Mountain Run

Recently, we had the opportunity to participate in a sports event in Hungary – the Mountain Run! This event was not only a chance for athletic competition, but also highlighted the crucial importance of proper nutrition in the context of intense physical effort.



Thanks to Yellow Bananas' presence, we were able to support all sports enthusiasts by providing snacks that helped maintain their energy levels. We support both local and global sports initiatives because we believe that sports are not only fun but also a way to promote values that are important worldwide.



**GO
YELLOW**



WE ARE THE OFFICIAL PARTNER OF THE ROMANIAN NATIONAL TEAM

Football players use a lot of energy during training, leading to muscle fatigue and the need for quick recovery. Bananas, with their nutritional values, support the body's functions, strengthen the immune system, and regulate muscle functions. For the past year, we have been the official partner of the Romanian National Team, supporting athletes before and after intense training sessions and accompanying them on their journey to success during **EURO 2024!**



Yellow News

See you soon!



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