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¹Eco Bananas

Ecoganic - sustainability from farm to market

Key words: Sustainable Farming, beneficial insects, natural capital

Abstract:

Traditional farming involves using chemicals that sterilize the soil and kill insects (both beneficial and pests). This then leaves the crop dependent on synthetic fertilisers for its source of nutrition. Whilst this may improve the yield of the crop, such practices have an adverse impact on the soil, organisms, insects, birds, larger wildlife and the waterways. Recognizing the degradation of land and experiencing a continually escalating pest problem, we began to explore alternate farming systems.

The Ecoganic™ farming system we created to grow our signature wax tipped bananas means we farm in harmony with nature. Rather than relying on chemicals (synthetic or organic), we choose to employ all of nature's creatures (big and small) on our farm to grow our bananas slowly, carefully and sustainably. Ecoganic is outcome based, ensuring the use of man made products is significantly reduced.

This new farming system protects the environment – harnesses the activity of our natural capital to produce a banana grown for better eating qualities and digestive health. Grown in healthy soil, as nature intended, for sweeter taste, flavour and longer life.

Ecoganic has a sustainable marketing system, ensuring growers are paid a price to at least cover their cost of production.