



MEDIA KIT ON THE EU CAMPAIGN FOR THE OUTERMOST REGIONS LABEL OF THE EUROPEAN UNION

Bananas from Madeira

The Banana Sector: Economic importance for the Region



The banana plantations of Madeira have been a familiar sight for many years. Its mild climate and seaside location make the “Pearl of the Atlantic” an ideal spot for cultivating bananas. The world-famous Banana da Madeira is a successful export product of the island. The banana sector has around 2,800 producers with small and medium plantations, making it an important economic factor for the island, one that provides an

income for part of the population. On the island, an average of 20,000 tons of bananas are grown on 700 hectares – 14 percent of Madeira’s total agricultural area. Around 70 percent of the bananas are harvested from May to October, leaving the remaining 30 percent to be harvested in the low season from November to April.

Quality and taste

Given the natural orography of the island, rugged, the Banana da Madeira is cultivated in small plots, so-called “socialcos”, supported by stone walls, transmitting in the landscape a unique beauty. The proximity to the sea, the good sun exposure, coupled with the fertility of the soil, a careful selection of plants and a correct irrigation, allow to obtain a fruit unique in taste and sweetness.



KAMPAGNE FINANZIERT
MIT FÖRDERMITTELN
DER EUROPÄISCHEN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE HIGH QUALITY
AGRICULTURAL PRODUCTS





MEDIA KIT ON THE EU CAMPAIGN FOR THE OUTERMOST REGIONS LABEL OF THE EUROPEAN UNION



The bananas from Madeira are eaten pure, dried, in desserts, in salads or as an accompaniment for fish dishes like black scabbard fish with Banana da Madeira. Typical characteristics include its uniform small size, the sweetness and the intense flavour. The OMR logo indicates its quality and provenance.

Find more info on www.exotictasteofeurope.eu.

PRESS ENQUIRIES		
<p>UGPBAN Union des Groupements de Producteurs de Bananes de Guadeloupe & Martinique</p> <p>Karym Bagoee +33 7 78 20 57 27 +33 1 56 70 01 93 k.bagoee@ugpban.com</p>	<p>ASPROCAN Asociación de Organizaciones de Productores de Plátano de Canarias</p> <p>Marta Rodríguez Ruiz +34 922 535 144 +34 690 876 356 m.rodriguez@platanodecanarias.net</p>	<p>GESBA Empresa de Gestão do Sector da Banana, Lda.</p> <p>Agostinho Serrão +351 924404524 agostinho.serrao@gesba.pt</p>
<p>PRESS OFFICE IN GERMANY:</p> <p>Sopexa S.A., Germany Schwanenhöfe Werkstatt, Erkrather Str. 234 a, 40233 Düsseldorf</p> <p>Christina Gehlen Phone: +49 211/49808-48, christina.gehlen@sopexa.com</p>		

Copyright:

@2017 - UGPBAN-GESBA-ASPROCAN Agri multi 734408 – Concept and realisation: Hopscotch – RCS Paris 602 063 323

Disclaimer:

The content of this media kit represents the views of the author only and is his/her sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFFEA) do not accept any responsibility for any use that may be made of the information it contains.



MEDIA KIT ON THE EU CAMPAIGN FOR THE OUTERMOST REGIONS LABEL OF THE EUROPEAN UNION



KAMPAGNE FINANZIERT
MIT FÖRDERMITTELN
DER EUROPÄISCHEN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE HIGH QUALITY
AGRICULTURAL PRODUCTS

