

BANANA

100%
ORGANIC

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COLOR GUIDE



1

ALL GREEN

Color upon arrival. Fruit should be placed immediately in ripening room. Bananas are very firm with a low sugar content.



2

LIGHT GREEN

Ripening begins as fruit begins to generate heat. The fruit becomes less firm as starches begin changing to sugar.



3

MORE GREEN
THAN YELLOW

Bananas delivered to retail outlets should be cross-stacked for air circulation. Fruit continues to soften as starches change to sugar.



4

MORE YELLOW
THAN GREEN

This is the proper color for retail display, offering a good selection and considerable product life. Bananas should be inspected for color upon arrival and displayed on a padded shelf.



5

YELLOW W/
GREEN TIPS

Green coloration is on tips of fruit only. Fruit must be stored with box tops removed and cartons stacked for ventilation at 58° F.



6

FULL YELLOW

Bananas become soft and have good flavor. All fruits of this stage should be displayed and should be cross-merchandized with other items for maximum sales.



7

YELLOW
FLECKED W/
BROWN

Brown flecks indicate high sugar content. Fruit will remain firm even though brown coloration continues. Consumers can refrigerate fruit to maintain flavor. This stage of fruit is best for using in recipes.

MERCHANDISING TIPS & TRICKS

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