Sweeter Banana Co-Operative
Carnarvon – Western Australia

- Mean Rainfall 207mm
- Mean high temp 28.9
- Mean low temp 16.2
- Up to 45 degrees
- Strong sea breezes
- Arid Sub-Tropical
Carnarvon – Western Australia

- 170 growers to 44
- 3300 plants per hectare
- 25 tonnes per hectare
- Self Insurance 1960
The Good Days 1960’s -1980’s

- Bananas commercially grown in Carnarvon
- Carnarvon supplies 100% of Perth Bananas.
- Grocery Duopoly.
- North Queensland Bananas
- Shelf life, size, skin markings
Tough Times 1990’s

- 60% waste
- Low Prices
- 100% market agent distribution
- Commodity
- Competing against each other!
- Lack of Scale
The Fight Back – 1998 and beyond

- Formed Marketing Association.
- The Lunchbox Banana
- Collaborate with retailer Marketing
- Sweeter Banana Co-Operative.
- Central packing Shed
Myths

- Seconds in Bags
- Commodity
- Spray Free
- No Collaboration
- Branding not important
- Market agents Essential
- Shelf Life.
- Central packing
- Provenance
- You can’t trademark it!
# Steady Progress

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2010</th>
<th>2014</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LUNCHBOX</strong></td>
<td>51%</td>
<td>60%</td>
<td>89.68%</td>
<td>91.38%</td>
</tr>
<tr>
<td><strong>SECONDS</strong></td>
<td>17.08%</td>
<td>13.41%</td>
<td>4.69%</td>
<td>1.92%</td>
</tr>
<tr>
<td><strong>SMOOTHIES</strong></td>
<td>0%</td>
<td>14.9%</td>
<td>4.97%</td>
<td>4.35%</td>
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<tr>
<td><strong>MARKET FLOOR</strong></td>
<td>100%</td>
<td>61%</td>
<td>10%</td>
<td>8.55%</td>
</tr>
<tr>
<td><strong>SHELF LIFE</strong></td>
<td>1-2</td>
<td>1-2</td>
<td>4-6</td>
<td>4-6</td>
</tr>
</tbody>
</table>
How did we get here?

- Strategy
- Grower Attrition
- Self Insurance
- Best External People
- Transparency
Marketing and Promotion

- Own the Marketing
- Perth Account Manager
- Multiple Channels
- PR
- Marketing to Consumer
- Marketing to retailers
- In-Store
- Events
- Good Choice 2017 - 2018
Good Choice Campaign
Where to next?

- Retiring Members
- Marketing, Marketing, Marketing
- Packaging
- Value adding
- Investment