



Vincent Catania MLA
MEMBER FOR NORTH WEST | CANDIDATE FOR NORTH WEST CENTRAL



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New Loaf sees solution for weather-marked bananas - Vince Catania

Vincent Catania congratulated Sweeter Banana Cooperative's innovative idea to make bread loaf using weather-marked bananas.

Tackling the challenges of Carnarvon's growing conditions, the Sweeter Banana Co-Operative is about to start marketing Banana Loaf to Western Australian consumers. 2013 has been a challenging year for banana growers with a shortage of water and heat waves lowering production. It has also resulted in a proportion of bananas being classed as second grade, due to external markings on the skin. They're still perfectly fine to eat, but are not suitable for retailers. So the Sweeter Banana Co-Operative is working on a special recipe to make a Buy West Eat Best certified Sweeter Banana Loaf, using WA flour and its own Sweeter Bananas.

Sweeter Banana Co-Operative Chairman Tim Hyde said the Loaf would enable consumers to buy a product containing bananas that previously had no market. "Because of the unique qualities of sweetness and creaminess of our bananas, we can make a delicious banana loaf, and in line with our spray free growing methods, our sweeter banana loaf is additive and preservative free," Tim said.

"Carnarvon is recognised as the place for the tastiest and sweetest bananas in Australia. Sweeter Banana Cooperative continues to make innovative branding strategies to differentiate our bananas amidst increasing competition," said Vince Catania, Member for North West Central while attending the tasting of trial banana loaf yesterday.



Picture (From Left to Right): Darrell Munro, Chris Collins, Keely Ivey, Bruce Munro, Shane Van Styn (Nationals WA Candidate for Durack), Vincent Catania and Nicholas Catania, trying out some Carnarvon Sweeter Banana Loaf.

The "Original Lunchbox Banana TM" was invented by the Cooperative as a way of differentiating our bananas from Tropical North Queensland. Soon we will be able to purchase delicious banana loaf packed with natural 'sweeter banana' flavor. I am excited about the huge potential in increased business opportunities for my community in Carnarvon".

For more information please contact Sweeter Banana Business Manager – Dorian Mangili Tel: 9941 9100 or visit www.sweeterbanana.com.

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