



The Fyffes Timeline



DISCOVER
MORE

1780s-1900s

1789



Go south my boy! From their base in Perth, Scotland, the Fyffes family send young Henry to set up a new business in London as a "Grocer and Tea Dealer".

1880



Ida, I have an idea ... Edward Wathen Fyffe (Henry's great grandson) takes his wife, Ida, to the Canary Islands to recover from Tuberculosis. Whilst there, he is impressed by the quality and the fabulous taste of the bananas and decides that he will set up an import agency in London for growers looking for new markets. Ida makes a full recovery.

1888



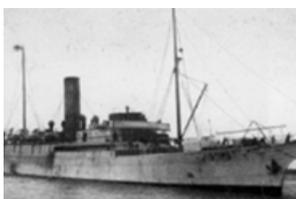
The first two bunches: Edward's first tiny shipment of two bunches of bananas arrives at the offices of E.W. Fyffes & Sons, 148 ½ Fenchurch Street. The business grows so fast that Edward soon has no time for tea!

1900



Now available in Ireland: The first bananas from Fyffes reach Ireland.

1901



That's cool! Now known as Elders & Fyffes, the company's ships are fitted with cooling equipment that make it possible to ship larger quantities of bananas on a reliable and consistent basis. Bananas become much more widely available.



The Fyffes Timeline



DISCOVER
MORE

1920s-1960s

1929



The Fyffes Blue Label is born! Fyffes becomes the first fruit company in the world to put a label on their produce.

1949



Bananas for the children: On 30th December the Fyffes ship, SS Tilapa, brings the first commercial shipment of 10 million bananas into the UK after World War II. The government proclaims that all the bananas should go to children - a new generation get their first taste of this exotic tropical fruit.

1950



Caution - this banana should be peeled before eating! During the difficult years after the war, food is rationed in the UK and bananas are scarce. But by 1950 bananas are becoming more widely available and a cinema commercial is produced, giving advice on how to eat one.

1963



More than just bananas: Fyffes branches out into other fruits and vegetables.

1968



One voice: Fruit Importers of Ireland is formed under the leadership of Neil McCann. The group distributes leading brands from around the world, on an exclusive basis.

1969



Fyffes Group Ltd: Elders & Fyffes Ltd. becomes Fyffes Group Ltd.



The Fyffes Timeline



1980s-1990s

1986



Fyffes plc: Fyffes is acquired by Fruit Importers of Ireland (FII) and is renamed Fyffes plc.

1997



Our code of practice: Fyffes introduces its "Code of Practice" to which its companies and contractual partners must comply. The Code sets high standards in relation to product, people and environment.
- Fyffes acquires Velleman & Tas BV (founded in 1850), one of Europe's leading banana distributors and the Netherlands' largest fresh produce company.

1998



Fyffes Bio - guaranteed, naturally! Fyffes focus on organic production and take their first organic bananas into the UK.

1999



Fyffes join EurepGAP: As part of its commitment to trading fairly and a focus on international certification standards, Fyffes becomes a member of EurepGAP (now GlobalGAP).



The Fyffes Timeline



2000s

2000



Fyffes are first with Fairtrade: Fyffes work with Fairtrade to bring the first Fairtrade labelled bananas into the UK (they soon become the biggest importer of Fairtrade bananas into the UK and later, into Europe). Fyffes also joins the Ethical Trading Initiative (ETI) - an organisation intent on improving the lives of workers across the globe.

2003



A new partner: Internationale Fruchthandels Gesellschaft Weichert & Co. KG in Hamburg becomes part of the Fyffes family.

2005



Fyffes in Colombia: Fyffes enters into a strategic alliance with Uniban SA (the main banana and plantain export company in Colombia) through a 50/50 ownership in Turbana Corporation, Florida. Fyffes becomes the fifth largest banana supplier to the US market.

2006



Total Produce: So that it may focus on its tropical business, Fyffes demerges its general produce and distribution business into a new separately quoted company - Total Produce plc begins trading on 30th December.

2008



Fyffes commits to a natural taste:

Fyffes reaffirms its commitment to organic produce as part of a drive for social responsibility and sustainability.

- Fyffes enters the US winter melon business, acquiring 60% of Sol Group Marketing Company, Florida.
- Fyffes supports the UNICEF programme in Mozambique to prevent childhood malaria.



The Fyffes Timeline



2009



Happy 80th birthday! On 16th July, the Fyffes brand celebrates its 80th birthday. The Fyffes Blue Label stands for premium quality and sustainable production.

2010s

2010



Weichert celebrates its centenary:

On 10th October, Weichert GmbH & Co.KG (a Fyffes joint venture company based in Hamburg, Germany) celebrates its 100th birthday.

- On 16th October, Turbana Corporation (a Fyffes joint venture company based in Florida, US) celebrates its 40th birthday.
- On 19th October, Fyffes Group Limited becomes the first UK Banana Importer and Distributor to be awarded the Carbon Trust Standard.

2011



A stronger position in Germany: In January Fyffes acquires 33.3% of Fruchtimport van Wylick GmbH in Germany - this association creates new opportunities to provide services to the wholesale and retail sectors.

2013



125 years old and still going strong! On 20th September Fyffes celebrates its 125th birthday!

2017



A new chapter: On 17th February 2017 ownership of the company passes to Sumitomo Corporation.