The International Banana Trade

Description: The unique characteristic of the international banana trade is distinguished from other commodity trades by the intensity of its politics and the importance of a small number of companies which have dominated the trade for over a hundred years.

This book provides a comprehensive guide to the trade in the world's most popular fruit. Covering all aspects of the trade from patterns of production and consumption to pricing trends, from details of the companies involved to consideration of international political constraints.

Analysts and policy makers within the trade or governmental organisations, economists, food retailers, marketing professionals and students of international affairs need look no further for a reliable reference guide to this complex trade.

- Origins and growth of the world trade
- The role of the multinationals and other companies
- Analysis of individual producer countries

Contents:
Bananas
Production
History of the world trade
Banana imports and consumption
International companies
Production in individual countries
EU banana regime
The reefer business
Costs and prices
How bananas are traded
The future.

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