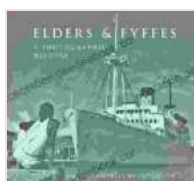


# Elders and Fyffes: A Photographic History

Elders and Fyffes is a leading global producer and distributor of bananas. The company has a long and rich history, dating back to the 19th century. This photographic history provides a glimpse into the company's past, from its humble beginnings to its present-day status as a global leader in the banana industry.



## Elders and Fyffes: A Photographic History

by Campbell McCutcheon

★★★★☆ 4 out of 5

Language : English  
File size : 11222 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 160 pages  
Lending : Enabled



## The Early Years

Elders and Fyffes was founded in 1884 by two Scottish brothers, John and George Elder. The company's first office was located in Kingston, Jamaica. In the early years, Elders and Fyffes focused on the export of bananas to the United Kingdom. The company quickly grew, and by the early 20th century, it was one of the largest banana exporters in the world.



## **World War I and the Banana Industry**

World War I had a significant impact on the banana industry. The demand for bananas increased dramatically as soldiers stationed overseas sought out the fruit as a source of nutrition. Elders and Fyffes was able to meet this demand by increasing its production and exports. The company also played a role in the war effort by providing ships for the transport of troops and supplies.



Elders and Fyffes ship during World War I.

### **The Post-War Years**

After the war, Elders and Fyffes continued to grow and expand. The company acquired new plantations in Central America and South America, and it began to export bananas to new markets around the world. In the 1960s, Elders and Fyffes merged with another major banana company, Fyffes Group. The merged company became one of the largest banana companies in the world.



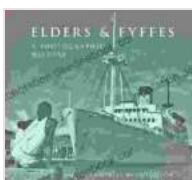
## **The Modern Era**

In the modern era, Elders and Fyffes has continued to be a leader in the banana industry. The company has invested in new technologies and practices to improve the quality and sustainability of its products. Elders and Fyffes is also committed to social responsibility, and it works to improve the lives of its workers and the communities in which it operates.



Elders and Fyffes banana plantation today.

Elders and Fyffes has a long and rich history in the banana industry. The company has played a major role in the development of the global banana trade, and it continues to be a leader in the industry today. This photographic history provides a glimpse into the company's past, and it serves as a testament to the company's commitment to quality, innovation, and social responsibility.



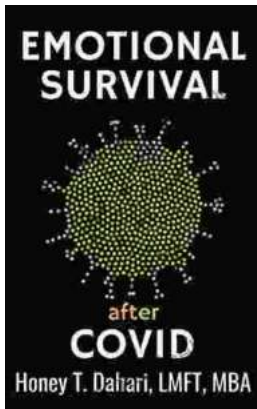
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