

Chiquita brand

Science, Social Science



Chiquita Brand International Chiquita Brand International Chiquita Brand International is a company that specializes in the trading of fruits. The company was formed in 1984 because of a mash up between two fruit companies, i. e. United Fruits, and AMK. The initial name of the company was United Brands; the name Chiquita was adopted by Carl Lindner.

Chiquita Company has had numerous transformations over time. In the past, the company was greatly criticized by many groups of people including politicians and artists.

At some point, a musician, Little Steven, composed a song titled Bitter Fruit, which was about how wealthy managers guided peasant farmers in an orange factory. The song clearly was written to attack Chiquita Company. However, overtime, this has changed.

The company, under new executive management, built a good reputation, becoming the world's leading banana and other fruits trading company (Wikipedia, 2012)

The company has had good strategies and in environmental conservation it is known for its close collaboration with the rainforest alliance

The Chiquita company has goal that it intends to achieve, its main interests are; community involvement, innovation of new brands, maintain good quality and food safety, fulfil their social responsibilities, to provide a sustainable platform for the company, and to maintain the ethics and codes of conduct of the company.

Its close competitor is Dole Food Company, formerly known as the Standard Fruit Company. There has been a tale of stiff competition that has lasted for decades. Together, the two companies trade half of all the fruits in the world.

Apart from bananas that make up over 65% of the company's sales, Chiquita also engages in the sale of other fruits like tomatoes, pineapples, citrus fruits, apples, grapes, melons, fruit juices and other fruit extracts.

Most of the company products are sold in Northern America and Europe. The company is wide spread operating in over 70 countries across the world (Datamonitor, 2000, p. 13).

The company has engaged in numerous corporate social responsibilities employing over 20000 employees worldwide (Chiquita, 2014)

References

Wikipedia. 2012. Chiquita Brands International. International encyclopaedia.

Internet source. http://en.wikipedia.org/wiki/Chiquita_Brands_International

Chiquita. 2014. Chiquita brand international. New Orleans. Internet source.

<http://www.chiquita.com/Home.aspx>