



ONE BANANA EXPANDS NORTH AMERICAN PRESENCE AND APPOINTS NEW PRESIDENT

January 20, 2015 – MIAMI – ONE BANANA, The Better Banana Company, announced today their plans to increase their North American operations.

As part of this commitment, they have appointed produce industry veteran Craig Carlson to serve as President, ONE BANANA North America commencing immediately.

This North American expansion and new company structure is in keeping with ONE BANANA's commitment to directly connecting with customers and maintaining consistent consumer accessibility. "Our brand ethos is based on transparency and clear vertical integration. As such, it is crucial that we are as close to our customers as possible and have a strong and effective North American based team in place to service them. We are thrilled to have Craig on board to spearhead these efforts," says Fernando Bolaños Valle, CEO of parent company, AgroAmerica.

Carlson will oversee ONE BANANA's North American headquarters in Miami, Florida. He will report directly to Fernando Bolaños Valle.

Prior to becoming ONE BANANA's President, Carlson consulted on the development of the ONE BANANA brand. He comes with over 35 years of experience in the retail and food service spaces. He previously served as Senior Vice-President of Produce for US Foods and Senior Produce Director for Walmart, among others.

"The food world has changed. People are rightly demanding more from produce companies. I am proud to join a company so committed to producing the highest quality, most socially and ecologically responsible banana. I look forward to continuing the incredible progress we have made to date," says Carlson. For more information about ONE, please visit their [web page](#), and for more information on AgroAmerica, [click here](#).

ABOUT AGROAMERICA

Founded in 1958 AgroAmerica has grown into a multinational company with over 12,000 employees. The family-owned business, which has operations in the United States, Guatemala, Ecuador, Costa Rica and Panama, also distributes pineapples and processes vegetable oils. AgroAmerica has emerged as a leader in socially responsible and environmentally sustainable farming. The company has implemented rigorously developed workplace safety standards, the latest water conservation and rainwater collection technologies and industry-leading worker benefits. Its charitable endeavors have benefited more than 19,000 people, across four rural communities in Guatemala, by, among other things, providing access to medical clinics, nutritional programs, and daycare facilities.

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