**MAIN TEXT**

GRUPO ESFUERZO WEB PAGE

**INICIO | HOME**

* Logo
* Main Slider (images, video, news)

**Main Text:**

We produce Bananas from Costa Rica using sustainable practices

FOOD THAT NOURISHES THE PLANET

We strive to be the world's leading supplier of the best Costa Rican bananas, always under strict standards of sustainable production and prioritizing the welfare of our employees and communities.

**Relevant Data:**

500 employees | we export to North America, Caribbean, Middle East and Asia| 960 hectares of farmland | located in Matina, Cahuita and Valle La Estrella de Limón | we are certified Carbon Neutral, Global G.A.P., and Rainforest Alliance| we contribute to the ODS 4, 7, 8, 11, 12, 15 y 17

**QUIÉNES SOMOS | ABOUT US**

Grupo Esfuerzo is a Costa Rican owned company with more than 30 years of experience exporting bananas of excellent quality and following the best ethical and sustainable production practices.

We were first established as Bananera El Esfuerzo in 1988, with the development of a farm in 28 Millas de Matina, in Limón, Costa Rica.

Since then, we have expanded our production area from one farm to four for a total of 960 hectares, and export to North America, Caribbean, Europe, Middle East and Asia. Each year we sell an average of 1.6 million cases, which is equivalent to 1.5% of the Costa Rican market, thus impacting the local economy and contributing to building the country's brand worldwide.

**PURPOSE AND VALUES:**

We are a company known for our ethics, commitment and reliability, and that is driven by the use of the best practices in social and environmental responsibility.

We strive to become the world's leading supplier of the best Costa Rican bananas, always under strict sustainability standards and in harmony with the planet, prioritizing the well-being of our workers, their families and communities.

Let's do business and discover how Costa Rican bananas can change the world!

**STORYTELLING: A Successful Story**

**START WITH DON EDUARDO’S VIDEO**

We all dream of devoting our lives to doing what we love; to make an impact on the world and leave a legacy. That is why many people decide to start their own business, but few, like Mr. Eduardo Gómez, are able to turn it into a successful, internationally recognized and sustainable business group for more than 30 years, and counting...

Without a doubt, this visionary has dedicated his entire life to bananas. He began as a young boy, in 1948, as a messenger in the accounting office of the Chiquita Brands company where his father worked.

From that humble job, he devoted his free time studying accounting and obtaining his high school diploma through correspondence. While other boys his age were playing soccer or riding bicycles, Eduardo was already preparing for a career in finance, administration and even information technology, positions he performed efficiently, with excellence and effort during his 40 years working at Chiquita.

Can you picture him, young and slim, dreaming of exporting his own brand of bananas to the rest of the world?

For this reason, Eduardo Gómez decided, long before starting his business, that he would name his dream company El Esfuerzo "to reflect the effort that it took to have something of his own after being an employee of a banana company for many years".

That is how in 1988 he bought the first 230 hectares in 28 Millas de Bataán de Matina. Two years later he invested all of his life savings and secured a bank loan that would turn him into a businessman, even mortgaging his own house in the process.

But El Esfuerzo would not become a real company until, as it happens with the best corporate leaders in the world, it faced its first crisis...

On April 22, 1991, an earthquake measuring no less than a shocking 7.7 on the seismological moment magnitude scale struck Costa Rica and the border area of Panama.

This seismic event almost completely destroyed everything that had been accomplished by El Esfuerzo and plunged the province of Limón into a gloomy atmosphere of anguish, meanwhile the news reported dozens of deaths and injuries.

How do you overcome an event like this when you are just starting out? How do you not give up? Well, by doing what Mr Eduardo knows best, giving his best effort. His motivation? To build a legacy for his family and make a contribution to the country...

That effort, together with reliability, commitment, quality and social and environmental responsibility are the values that mark his leadership to this day, both as a businessman and as a member of the Board of Directors of Corporación Bananera Nacional (CORBANA).

These are also the values he instilled in his son Jaime and his grandson Roberto, who now share the management of the company.

Together with all of the people who make up El Esfuerzo, they have embraced this philosophy through a Corporate Social Responsibility strategy that began long before the United Nations designed its 2030 agenda, which also seeks to guarantee proper housing, access to education and health, and care for the environment.

This is how Grupo Esfuerzo has actively participated in public-private partnerships, donating land and facilitating the construction of a housing development that has offered proper accommodation to 91 families since 2012, and supporting the construction of a levee to protect the communities from possible flooding, which are very common in the Atlantic.

In addition, this family business with a global outlook makes an important socio-economic contribution by employing people from the Tayní-Cabecar Indigenous Territory, and from areas that have historically fallen behind in terms of human development (Limón, Matina and Talamanca).

For the Gómez family, sustainability is the only possible way to conduct business, which is why they never forget our shared home. They have 240 hectares of primary forest and were one of the first banana companies to use solar panels in their plantations, all with the purpose of becoming Carbon Neutral certified and offering one of Costa Rica's most competitive advantages: the protection of planet Earth and the fight against climate change, not forgetting energy efficiency and responsible production.

It is precisely these elements that their customers (multinationals, ripeners and supermarkets) in the United States and Europe are most grateful for: the certainty that they will receive top-quality bananas - and other products - on time and for the absolute enjoyment of the end consumer.

Can you imagine a New Yorker arriving at his apartment after enduring the exhausting traffic of a Monday in March, and savoring a banana from El Esfuerzo, with the certainty that it was produced under sustainable practices and the most absolute business ethics?

That is what is achieved by the products that the Costa Rican hands of Grupo Esfuerzo carefully planted and cultivated; bananas and other fruits that Mr Eduardo once dreamed of exporting and that today triumph in international fairs and provide Costa Rica with the reputation, image and credibility it deserves.

**TIMELINE:**

* Purchase of land for farm development - 1989
* Export of the first banana case – 1992
* First time the company ventured into sales to direct supermarket customers – 2011
* Urban development project - 2012
* 50% growth with the Purchase of a second farm in 2017
* 60% growth with the Purchase of two other farms, in 2020. For a total growth from 2017 to date of 160% from 203 to 540 hectares of production.

**CLOSE WITH AUDIO OF A RADIO REPORT TYPE STORYTELLING**

**PRODUCTOS/PRODUCTS**

CAVENDISH BANANA

There are more than a thousand varieties of bananas in the world. In fact, it is an essential staple food in many countries and plays a fundamental role in food safety.

According to the [Food and Agriculture Organization of the United Nations (FAO)](http://www.fao.org/zhc/detail-events/es/c/447827/" \l ":~:text=El%2520banano%2520Cavendish%2520contiene%2520unos,controlar%2520la%2520actividad%2520del%2520coraz%25C3%25B3n.), this variety represents 95% of all bananas marketed in the world. It is a sweet and seedless fruit, which makes it delicious and ideal for consumption.

They contain about 400 milligrams of potassium per 100 g of fresh fruit. They are also a source of vitamin C and B6.

OUR SEAL

Our company has two brands: Coriban and Laloban. The first one in reference to the globally known expression of Costa Rican Bananas, and the second one in honor of the endearing and familiar nickname of our founder.

We are also suppliers of multinational companies that export our products under their own name.

**SOSTENIBILIDAD | SUSTAINABILITY**

At Grupo Esfuerzo, sustainability is our only way of doing business.

Our strategy is to build a successful long-term business, prioritizing the well-being of our stakeholders, and respecting the natural resources and ecosystems of which we are a part of.

We operate by managing our triple impact in a responsible manner, contributing to the achievement of Sustainable Development Goals 4, 7, 8, 11, 12, 15 and 17.

VIDEO OF ROBERTO ABOUT RSE

Learn more about our actions here:

GOVERNANCE, SOCIAL AND ENVIRONMENTAL ICONS

Governance:

**We contribute to SDG 17 Partnerships dedicated to achieving the goals**

PLACE OFFICIAL IMAGE OF THIS ODS

* During these years we have extended our farming capacity from one farm to four. We now have 960 hectares in total, out of which 534 are producing. In the last four years we have tripled our buisness size, thanks to the contribution of our employees, customers, business partners and suppliers ,
* We opened new independent commerce channels
* We increased productivity in the farms.
* At this moment, we represent 1.5% of the national banana market.
* We generate foreign exchange and economic activity for Costa Rica
* Annual contribution of approximately USD115,000 to the municipalities of the counties where the farms are located.
* Annual contribution of USD55,000 to the Special Fund for Prevention and Infrastructure, at the Costa Rican Ministry of Public Security to help with public safety in the areas where the farms are located, and to the Ministry of Health to help with the cost of medical care in the same region.

Social:

We contribute to SDGs 4 Quality education; 8 Decent work and economic growth; and 11 Sustainable cities and communities.

**PLACE THE OFFICIAL IMAGE OF THESE ODS**

DONATION OF SCHOOL SUPPLIES:

Every year, Grupo Esfuerzo delivers more than 300 packages of school supplies. This program is focused on children under the age of 12 who attend elementary school, and are the sons and daughters of our employees in Limón.

PERFORMANCE-BASED GRANTS:

Grupo Esfuerzo grants a monetary award of approximately $50 per semester to young people and adolescents who attend high school and who maintain a grade average of 80 and above, as an incentive to continue their performance.

The beneficiaries are also the sons and daughters of our company employees.

* **Proper work and economic growth:**

We generate formal employment in historically vulnerable areas, including Matina, the county in Costa Rica with the greatest disadvantage according to the Human Development Atlas of the United Nations Development Program (UNDP) and the University of Costa Rica.

We offer a total of 500 jobs; 100 of which are for indigenous Tayní - Cábecar people.

Between 25 and 30% of our workforce is made up of women.

We follow a corporate philosophy of non-discrimination in all of our recruitment process.

We offer internship opportunities to local young people attending university.

We participate in the Ministry of Labor's **Empléate** government program.

We respect and comply with labor rights and the provisions of the Costa Rican Labor Code, including the payment of the Costa Rican Social Security Fund (CCSS) and the insurance coverage for occupational hazards. As part of this package, a contribution of 5% of the payroll is made to the Family Allowance Program, which provides assistance to families in greatest need.

In addition, we offer additional benefits established in direct arrangement with workers' representatives who are democratically elected in a general assembly.

Among these benefits are:

* Paid sick leave to attend medical appointments.
* Financial assistance in the event of the death of close relatives.
* Provision of food items in exceptional cases
* Financial donations for the promotion of sports, culture and recreation.
* Recreational activities on special dates such as Mother's Day and Labor Day.
* Solidarity Association with a monthly 3% employer's contribution.
* **Sustainable cities and communities:**

HOUSING DEVELOPMENT URBANIZACION EL ESFUERZO:

Urbanización El Esfuerzo housing development was built in 2012 to provide proper housing for 91 families, most of whom are company personnel.

This project, led by Mr Eduardo Gómez, was executed through a public-private partnership with the Municipality of Matina, BANHVI, Banco Popular, JAPDEVA, FUPROVI and the community.

Grupo Esfuerzo donated the 3 hectares of land and the houses were built with resources from the Bono Familiar de Vivienda. For their part, the families contributed close to 32 million Colones in self-construction tasks (labor and materials provided by the beneficiaries themselves).

Currently, about 400 people live in Urbanización El Esfuerzo, including 18 female heads of household, 2 single parents, 7 senior citizens and more than 100 boys and girls.

PHOTO GALLERY OF THE URBAN DEVELOPMENT

LEVEE FOR FLOOD PREVENTION:

We contributed to the construction of a levee in 2021 to prevent flooding in communities located in Costa Rica's Atlantic region.

Environmental:

**We contribute to SDGs 7 Affordable and clean energy; 12 Responsible production and consumption; and 15 Living terrestrial ecosystems.**

PLACE OFFICIAL ICONS OF THESE ODS

**Affordable and clean energy:**

* In 2015, we invested in the purchase and installation of 40 solar panels to cover the energy cost of the cooling containers for the fruit.

**Responsible production and consumption:**

* We achieved Carbon Neutrality in 2021, which guarantees that our net Greenhouse Gas (GHG) emissions released into the atmosphere are equivalent to zero thanks to our reduction and compensation actions, which in turn contribute to the National Decarbonization Plan and to the country's goal of being an economy with zero net emissions by 2050.
* We are certified **Global G.A.P**., a standard for Good Agricultural Practices (GAP) recognized by the Global Food Safety Initiative (GFSI), which specifies safety requirements and traceability criteria; biodiversity protection; and worker health, safety and welfare.
* We are certified in the international standard for sustainable agriculture, **Rainforest Alliance**, so that our customers have the certainty that our bananas are produced with methods that support the three pillars of sustainability: social, economic and environmental.

LOGOS OF THE THREE CERTIFICATIONS

**Terrestrial ecosystems life:**

* We preserve 240 hectares of primary forest for the protection of natural resources and terrestrial ecosystems.
* We implement sustainable and circular practices, which include recycling and the complete reuse of the plastic used (bags, rope and others), as well as proper water management in all of our production processes.
* We compost the banana fruit and plant waste to convert it into organic fertilizer that is then applied to the plantations.
* We have reduced the use of pesticides by 60% and we do not use herbicides; instead, we implement a system of vegetative soil cover.
* We prohibit hunting, fishing and captivity.
* We maintain an updated inventory of flora and fauna to identify possible endangered species and take measures to protect biodiversity..

PHOTO GALLERY OF SUSTAINABLE PRACTICES AND THE FOREST RESERVE

**NOTICIAS | NEWS**

* **Están en el otro Doc.**

**CONTACTO | CONTACT**

* Location of the farms (add geolocation maps with gps)
* Email and call center
* WhatsApp Business
* **Contact Form**: Full Name, E-mail, Phone Number, Company, Job Title, Country, Subject, Message.