



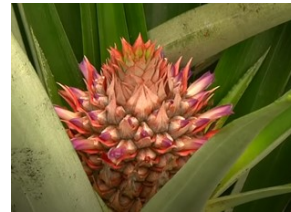
### The Pineapple Journey from 'planting to being eaten in UK'



Young pineapple nursery. They have tough, thick leaves like a cactus



Baby pineapple plants transplanted into field. Planted 2 x rows by hand



Once the plant flowers the pineapple appears



Ethylene natural gas is used which promotes ripening of the fruit



Grows best in tropical climate 18° - 35° Celsius (if it's too cool, the fruit will taste sour)



14/18 months from planting to harvest . Picked by hand to prevent damage or bruising to fruit



Taken to factory to be washed and quality checked



Pineapple of a poor size or quality are removed, and turned into juice or other pineapple products.



All pineapple are washed ready for processing.



### The Pineapple Journey from 'planting to being eaten in UK'



The top of a pineapple, after cleaning and drying, can be planted in soil and a new plant will grow.



To the factory for processing



Packaging and labelling



Boxed up ready for the journey to a UK supermarket



Packed into a chilled flight container



Driven to airport



Goods are flown to the UK in a plane



Transported from the plane via lorries to the supermarket warehouses



On our supermarket shelves in 48 hours