



Yellow News

we are local and global

CITRUSNEX

Yellow Premium Bananas | Yellow Fresh Fruit SRL | Yellow Fresh Fruit KFT | PPO Siechnice | Polskie Pomidory | Pomidory Ryczywół

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Explore our newsletter!

We want to share with you how we care about sustainable development on a global and local scale We are committed to ensuring that our activities pro-social and pro-environmental activities make the world a better place.

Explore new opportunities with us!

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Happy is Yellow

Banana support for football players

We're making sure that the little ones stay active during the autumn period as well. Sports club Włókniarz Lesna organized a Mosaic Festival of soccer games, which was supported by our Yellow bananas as a healthy snack for young players competing on the soccer turf. Such events are designed to promote healthy lifestyles from an early age. They also teach mutual respect, an attitude of fair play and draw attention to gender equality.



„What’s in the bananas squeaks” audits at our suppliers

Citronex-commissioned audits of our suppliers took place in late November and early December. We and our clients want to make sure that the product is of the highest quality and our supply chain remains transparent. All of our suppliers activities were checked in accordance with the fundamental principles of CSR, ETI and human rights are respected and honored.



Bananas for the Hungarian School

As a division in Budapest, we are also active in the local community area. Yellow Frash Fruit KFT, an organization located in Hungary, donated bananas to a nearby Hungarian school as an initiative to promote fruit and Vegetable eating culture and healthy eating habits.



"Why you should eat bananas after physical education classes" - Art contest for children

In November, we organized an art contest for students in grades 3 and 4 of elementary school in Zgorzelec! The students made artwork with the theme of "Why you should eat a banana after PE lessons". The surprising creativity of the students made us declare everyone a winner! Each of the schools involved received banana packages for their students for a full week of physical education lessons. As a fruit and vegetable company, we feel it is our duty to teach the younger generation healthy eating habits that will be fruitful in the future.



Together with Yellow for Freedom

Run on the occasion of Independence Day

Citronex, as a partner company, was honored to support the charity run held on the occasion of November 11. Our support contributed to the assistance of pediatric cardiac surgery by the Schola Cordis Foundation, which received the funds raised during the event. By joining this campaign, we benefited health conditions of the youngest patients.



Santa at Citronex

Citronex actively participated in the action „You Can Become a Santa Claus!“ Our crew dedicated their time and heart to prepare presents for those in need.

„Together we can
do more“



As a company that cares about the local community, we did not forget the most important - the children of our employees, toddlers from the orphanage and participants in occupational therapy at the foundation, "Disabled and Expecting Help". Thanks to the commitment of our employees, everyone could experience the magic of Christmas.



"Red Fruit"

TV commercial of tomatoes

In November, we took the time to create an TV commercial promoting the "Raspberry Only" tomatoes. We worked on carefully rendering the appearance of our tomatoes, but also wanted to draw the attention of the audience to their nutritional value . The concept of the ,"Red Fruit" campaign fits perfectly with our mission to promote a healthy lifestyle. We hope that the commercial will stimulate the imagination and transfer the taste of "Raspberry Only Tomatoes" in every home.



We saw each other in Madrid , see you in Berlin

In August 2023, we had the opportunity to learn about the latest trends of the fruit and vegetable industry and production at the Fruit Attraction trade fair. Next February, brand Yellow will visit another important event - the Fruit Logistica trade fair in Berlin. This is not only an opportunity for us to present our products, but also a chance to make valuable contacts and exchange inspiration with industry leaders.





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See You Soon

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