
EQUIFRUIT

100% Fairtrade

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Fairtrade banana G.O.A.T. to mark entry into Arizona market with goat yoga events at Sprouts

April 15, 2025

[Equifruit](#), North America's leader in Fairtrade bananas, is hosting free goat yoga sessions in select Sprouts Farmers Market store parking lots to raise awareness about their Fairtrade banana partnership. Why? Because paying banana farmers fairly is the right thing to do.

On Friday and Saturday, April 18-19, yoga will take place at two stores in Arizona, led by the iconic [Arizona Goat Yoga](#) team, to highlight and celebrate fair pay for banana farmers.

“Equifruit Fairtrade bananas are the G.O.A.T (Greatest Of All Time) of the produce aisle!” said Jennie Coleman, president and co-owner of Equifruit. “That’s why we’ve partnered with Arizona Goat Yoga for a truly GOAT-ed level experience for Sprouts shoppers. We’re so excited that our Fairtrade bananas are now available in Sprouts stores. By choosing Equifruit Fairtrade bananas, shoppers are contributing to a fairer banana industry and helping keep exploitation out of our food supply chains.”

The Equifruit bananas stocked in Sprouts stores come from farms and cooperatives of small producers, primarily in Ecuador. All Equifruit bananas are certified by Fairtrade International, the world's most recognized and trusted sustainability certification, working to make trade fairer for the people who grow our food. This certification signals to shoppers that the banana farmers are being paid a fair price for their fruit, reflecting the cost of sustainable production and factoring in decent incomes, environmentally friendly practices and safer working conditions.

Equifruit is a 100 percent, women-owned banana brand. The Sprouts Farmers Market partnership marks the launch of Equifruit Fairtrade bananas into the Arizona market, offering an ethical option to shoppers that supports fairer pay for banana farmers.

Head down to the Sprouts location at 12415 N Tatum Blvd in Phoenix on Friday, April 18, and the Sprouts location at 23269 N Scottsdale Rd in Scottsdale on Saturday, April 19 2-6 p.m. to participate in free Arizona Goat Yoga sessions and pick up a bunch of Equifruit Fairtrade bananas. Participants are advised to wear comfy clothing and bring their cell phone to take lots of pictures with the adorable goats.

