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St. Lucia to Brand Banana as Premium Product in Effort to Revive Struggling Industry

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Bananas

ST. LUCIA — The cabinet of St. Lucia Prime Minister Allen Chastanet recently concluded a meeting with high level officials from the Ministry of Agriculture that focused on the island's banana industry, the government has made known.

Mr. Chastanet said the main focus of the meeting was to discuss the critical challenges which banana farmers face, the recommended solutions and some of the opportunities which farmers should prepare for.

As part of strategic efforts, the Government of Saint Lucia plans to rebrand Saint Lucian bananas as a "premium" agricultural product.

Another initiative under development is a banana-inspired recipe book. The book will serve as a guide for alternative uses of bananas, such as banana smoothies, banana bread and banana desserts, the government said.

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