

JENNIE COLEMAN

President & Co-Owner, Equifruit

ETHICAL SUPPLY CHAINS

RESPONSIBLE SOURCING

RETAIL LEADERSHIP

4 STEPS TO BECOMING A BANANA BADASS

The real business cost of low-price sourcing

ABOUT THIS TALK

In this bold and memorable keynote, Jennie Coleman takes audiences behind the scenes of the global banana trade to reveal what it really takes to challenge broken systems, lead with conviction and make better business decisions. Through humour, real-world stories and practical education, Jennie shows how pricing, sourcing and leadership choices affect farmers, workers, communities, retailers and long-term industry stability. This presentation helps audiences understand the hidden costs behind “cheap” and what leaders can do differently when they are willing to question business as usual.

AUDIENCE TAKEAWAYS

- Understand how everyday business decisions shape supply chains, people and long-term industry outcomes.
- Recognize the real cost of “cheap” and how ethical sourcing creates stronger, more sustainable systems.
- Apply a practical framework for challenging broken norms and leading with more courage, clarity and conviction.

Audiences leave with a sharper lens for evaluating price, a more grounded view of ethical risk, and a stronger framework making sourcing decisions that protect both business performance and people.

WHY JENNIE

As President and Co-Owner of Equifruit, Jennie has helped build North America’s leading Fairtrade-certified banana importer. She brings a rare executive and operator’s perspective to one of the most misunderstood conversations in food and retail: the true cost of cheap sourcing.

BEST-FIT AUDIENCES

- ✓ Retail buyers and procurement teams
- ✓ Sustainability, compliance leaders and CSR teams
- ✓ Supply-chain and import-export executives
- ✓ Founders, CEOs and executive teams

CONTACT

Email: info@equifruit.com

Phone: +1 833-511-3247

[Connect with Jennie on LinkedIn](#)



FEATURED APPEARANCES:

FAO World Banana Forum Global Conference, Rome (2024) | Fairtrade Banana Forum, Santa Marta (2025) | WEConnect International North America Summit, Toronto (2025) | Tuck School of Business, Dartmouth College (2025) | TEDx, University of Toronto (2026)

VIDEO SAMPLES:

BANANA JUSTICE
| IN CONVERSATION WITH
JENNIE COLEMAN |