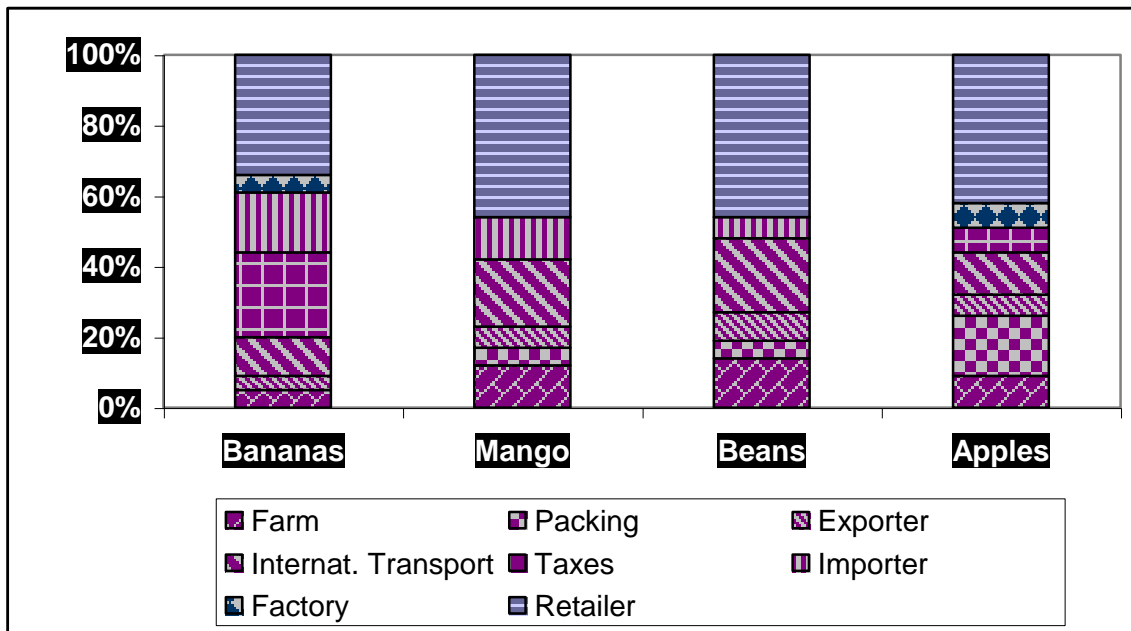


Figure 2: Value distribution in F&V supply chains (shares of retail price)



Source: based on Chambron (1999, 2000) for bananas from Ecuador, Dolan et al 1999 (for mango and green beans from Kenya) and Oxfam (2004) for apples from Chile