

Prior notification of a concentration
(Case M.7220 — Chiquita Brands International/Fyffes)
(Text with EEA relevance)
(2014/C 274/07)

1. On 14 August 2014, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾ by which the undertaking Chiquita Brands International, Inc. ('Chiquita', the United States) and the undertaking Fyffes plc ('Fyffes', Ireland) merge within the meaning of Article 3(1)(a) of the Merger Regulation.

2. The business activities of the undertakings concerned are:

- for Chiquita: import and wholesale of fresh produce, in particular bananas. In the EEA, Chiquita's activities also include the supply of pineapples, and other fruit, as well as the provision of ripening and shipping services,
- for Fyffes: procurement, shipping, import and wholesale of bananas. In the EEA, Fyffes also supplies other fruit, including pineapples, and provides ripening and shipping services.

3. On preliminary examination, the Commission finds that the notified concentration could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. Observations can be sent to the Commission by fax (+32 22964301), by e-mail to COMP-MERGER-REGISTRY@ec.europa.eu or by post, under reference number M.7220 — Chiquita Brands International/Fyffes to the following address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

⁽¹⁾ OJ L 24, 29.1.2004, p. 1 ('the Merger Regulation').