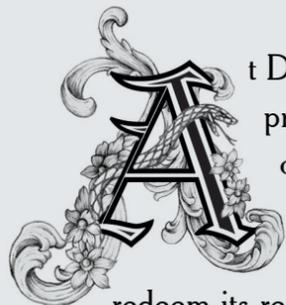


To Whom It May Concern



At Dole Sunshine Company, International Fruit Day is a time for solemn reflection. This has prompted something of a revelation. That is why, with the greatest respect to your hallowed office, we think the time has finally come to address the elephant that's been in the room for thousands of years. The most catastrophic PR disaster that fruit has ever faced: the calamity of Original Sin. As one of the largest fruit providers in the world, we hope to redeem its reputation in the eyes of your 1.2 billion discerning followers. For too long, fruit has been made the scapegoat for humanity's most heinous crime, from the pulpit to the playground. For too long, fruit has been vilified and demonised; it has been maligned in art and literature, symbolising lust, temptation and depravity, in all its vile and wicked forms. This is a travesty of justice, that only you have the power, wisdom and authority to finally rectify.

As you are of course aware, the apple in particular has been subject to centuries of terrible slander, despite never being mentioned by name, in the Old Testament. Rather, the classical Greek word for 'tree fruit' sounded conveniently like the Latin for 'apple', which in turn, sounded suspiciously like the Latin for 'evil'. In other words, the reputation of the apple has fallen victim to a cheap pun, which spread like wildfire through the creative consciousness, from John Milton's *Paradise Lost* to Albrecht Dürer's *Adam and Eve*.

Far from being the source of Original Sin and the root of all evil in the world, we prefer to think of fruit as the Original Snack, offering pleasure, nutrition and sustenance to the world at large. In an age of more sinful high-cal, low-fibre indulgences, like doughnuts, nachos, curly fries and other aberrations, we think it's time to celebrate the humble apple, the noble banana, the majestic kumquat. Let us not forget that fruit was the only thing on the menu in the Garden of Eden, so Our Lord and Maker must surely have been a fruitarian Himself.

Furthermore, fruit has been a source of creativity and innovation across the centuries: the fall of an apple led to Newton's greatest epiphany, unlocking the mysteries of the universe and paving the way for the miracle of modern science. The iconic banana inspired some of the finest contemporary artists, from Banksy to Warhol and a thousand slapstick comedies.

Now, we could proclaim the virtues of fruit until Judgement Day, but we understand you must be busy. Suffice to say, in an ever-changing world, fruit has been our most steadfast companion, constant, pure and incorruptible, through some of our darkest days.

For all these reasons and more, we humbly ask for the absolution that only you can offer. A tiny change that can change the world. Would you consider amending the Bible? Just a tiny word. Replacing 'fruit' for any other unhealthy food, for instance? Just an idea. If that request sounds a bit too ambitious, no worries. We get it. Maybe then a message of support would go a long way to restoring the world's faith in our beloved fruits.

Today, more than ever, no fruit should be forbidden.

Yours faithfully,

#Unforbiddenfruit

