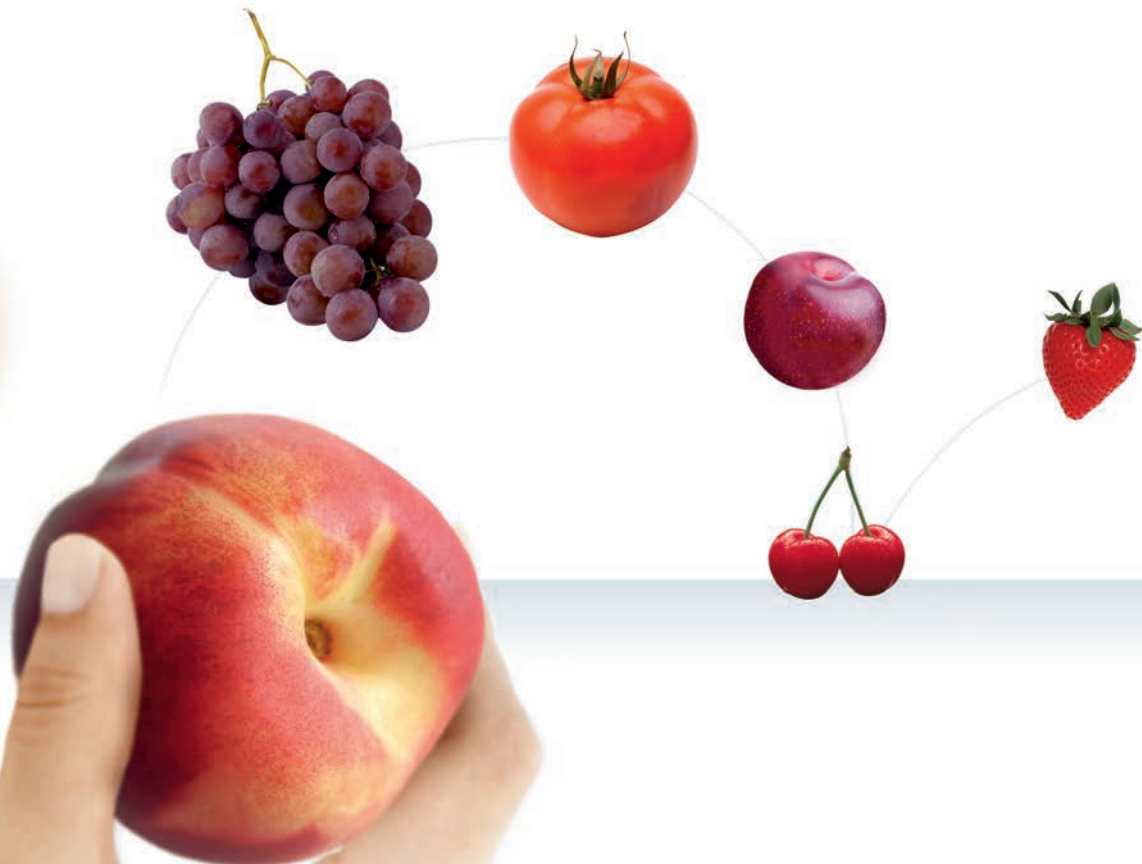




Science For A Better Life

# Improving Competitiveness and Reliability for Consumers



food chain partnership



## What we aimed to achieve

Our main objective is to contribute to the production of high quality fruits and vegetables that meet consumer demand in terms of food safety while respecting sustainability principles. The achievement of such objectives were based on a close collaboration with our partners who are committed and engaged towards sustainable agriculture.

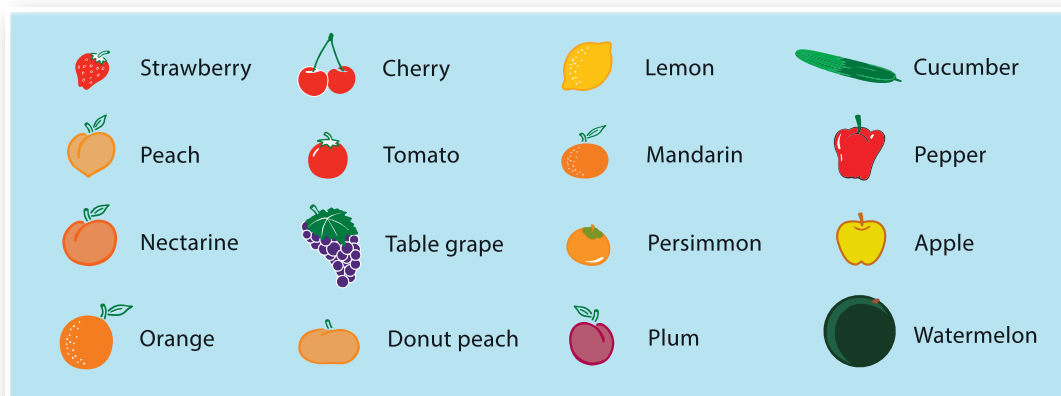
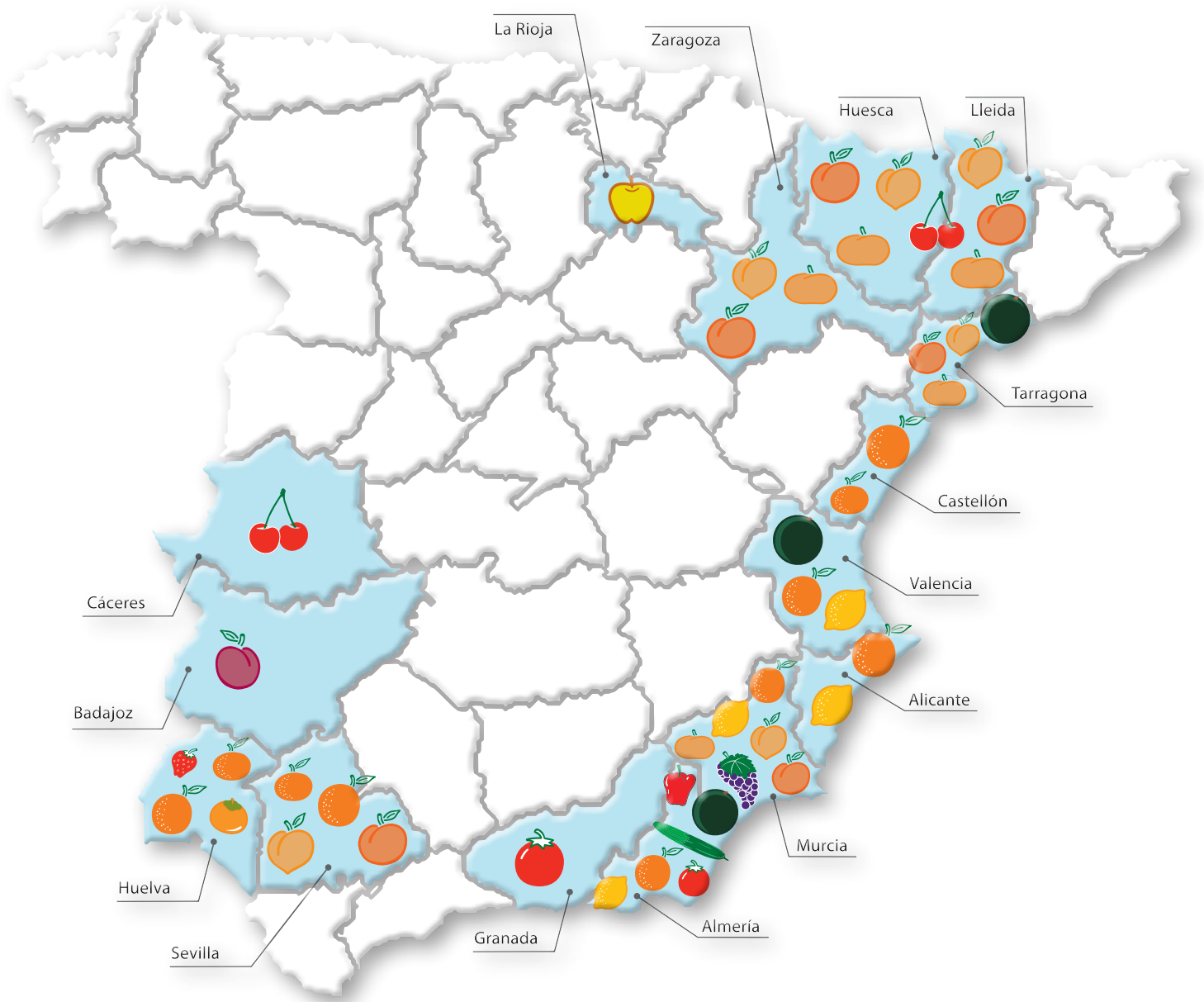
## Our Integrated Solutions

Food Chain partnership is a collaborative approach based on integrated crop solutions including seeds, crop protection as well as services. These kind of offers are highly valued by our partners who are oriented towards exports.

Bayer CropScience, offers its expertise and know how to accompany its partners into implementing Best practices that are economically viable and environmentally sustainable. In this framework, Bayer CropScience supports its partners via different measures namely a crop protection strategy adapted to the needs of the growers. The services also include exhaustive pest and beneficial monitoring as well as intensified training on application technology (sprayers' calibration, anti-drift nozzles;...). One of the key successful factors lies in the close cooperation between Bayer and its partners and the regular follow up and monitoring which is facilitated by the strong presence of Bayer in the different areas of production. The final objective of these projects is the production of high quality fruits in terms of flavour, colour and size... as well as ensuring the safety and health for consumers.



# Food Chain Partnership by Region/Crop



# Our Sustainability Contribution

Pest and beneficials monitoring

Optimization of crop protection

Biological products

Creating the Conditions  
for **Healthy**  
Nutrition



Sprayers' regulation

Anti-drift nozzle

food chain partnership



BAYDIVERSITY

Bayer Phytobac 



Decis trap



Application with drift nozzels

Application with anti-drift nozzels

## What we achieved

- Quality produce at competitive prices
- Complying with the requirements of the European retailers with regards to safe and healthy fruits and vegetables
- Reinforcement of customer loyalty

The achievement of these results is of course highly linked to the commitment of our partners, their professionalism as well as their trust in the added value of our food chain initiatives.

Sprayers' regulation training



Phytobac



Agro Espacio

food chain partnership





## Bayer CropScience

**Bayer CropScience AG**  
**Food Chain Management**  
 Alfred-Nobel-Str. 50  
 40789 Monheim  
 Germany

Phone: +49 2173 38 4828  
 Fax: +49 2173 38 3383  
 Email: [foodchainpartnership@bayer.com](mailto:foodchainpartnership@bayer.com)  
 Internet: [www.foodchainpartnership.com](http://www.foodchainpartnership.com)



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Consumers are becoming increasingly conscious of the need for healthy nutrition. Food Chain Partnerships help to supply consumers with high-quality fresh produce, which forms the basis of a healthy diet. But such partnerships can only succeed if they involve every player in the food chain – from the farmer and processor to the exporter or importer and retailer. Bayer CropScience has the global experience and cutting-edge expertise to create a successful partnership at every level.

For more information contact:

**Bayer CropScience, S.L.**  
 Parque Tecnológico  
 C./ Charles Robert Darwin, 13  
 46980 Paterna (Valencia)  
 Spain

Internet: [www.bayercropscience.es](http://www.bayercropscience.es)