



Science For A Better Life

Generating added value
throughout the entire
production chain



food chain partnership



How it all started

The wine grapes grown in Brazil – mainly in the southern region of the country – are used to make wine – with a particular focus on sparkling wine – and juice. The total area under cultivation for *vitis vinifera* (the wine grape) and common grapes (including table grapes) was 80,657 ha in 2010. Of this, 48,000 ha was in the state of Rio Grande do Sul, the center of the Brazilian wine-growing industry. Its wineries process around 709 million kilos of grapes, of which the vast majority are common grapes. Certainly, wine growing is economically very important as it sustains the livelihoods of many smallholders in Brazil and, in recent years, has generated numerous jobs to supply the grapes to large companies that process the fruit into producing wine, juice, and other products.

The main export destinations for Brazilian wine grapes are the US, Europe, and Japan. These importing countries require compliance with the maximum residue limits for crop protection products. As consumers in these countries are increasingly demanding certified products, Brazilian wine and grape

juice are increasingly seeking Fair Trade certification. The wineries themselves have established quality indices for the grape growers, e.g., laying down Brix degrees and safety-related standards.

One of the largest wineries in Brazil, Salton, has been a user of Bayer CropScience's innovations for many years. But it was not until 2009 that the two companies agreed to develop a plan for improving the quality of the grapes, resulting in even better wine and juice for the consumers. The grape-growing industry in this region of Brazil wanted to become more competitive and differentiate itself in both the domestic and foreign market for sparkling wine. Since then, there has also been the desire to certify the wine in international standards such as the Fair Trade. Based on the good relationship between both companies throughout the last years, Bayer CropScience was happy to offer certification support, which was highly appreciated by the winery.



Who is involved

Vinícola Salton Ltda. is one of Brazil's major wineries. For years it has been receiving international acclaim for the quality of its wines and sparkling wines, which are exported to countries such as the Czech Republic, the US, Uruguay, Germany, and Switzerland. Salton has vineyards in Serra Gaúcha in the Campanha Region on the border with Uruguay, in Bagé, and in Santana do Livramento.

Some **50 growers** were involved in growing the grapes for the Salton winery.

Bayer CropScience Brazil became involved in this project when it demonstrated the advantages of its Bayer Integrated Prevention (PINBa) program to the interested parties. This program offers benefits such as increased grape productivity and quality and technological maturity indices to help in producing wines of a high standard. Bayer CropScience's expertise in certification and crop performance was made available to the various links in the production chain.



What we aimed to achieve

Besides the desire to meet the required quality standards and avoid MRL (Maximum Residue Level) exceedance, the project had clear commercial goals, namely: increased market shares and a higher degree of loyalty among the winery's suppliers through increased earnings.

The sustainable solution

Bayer CropScience and Salton agreed on a spraying program that took into account the challenges faced by the growers in terms of pest and disease management as well as a suitable quality of the crop. The proposed crop protection application plan focused on weed control (Finale[®]), management of sucking insects (Provado[®]), management of rottenness (Folicur[®] and Mythos[®]), mildew management (Censor[®], Aliette[®], and Antracol[®]), and control of vascular diseases, such as the descending rottenness (Aliette[®]).

In addition, Bayer CropScience developed a comprehensive training program covering a wide range of topics, e.g., integrated weed, disease, and pest management, soil and foliar analysis, certification requirements, occupational safety, recycling of bottles, and the environment. The training courses were run on an annual basis and all participants received a qualification certificate on successfully completing a course. Traceability methodology was introduced and MRL analyses carried out. Last but not least, Bayer's Valore Program — aimed at helping its partners to reach a desired certification standard — brought in a German certification organization, TÜV Rheinland, to conduct audits for evaluation by Fair Trade representatives.



What we achieved

The project has produced some significant outcomes:

- 43 certified producers
- 2.8 million kilos of certified grapes (15% of Salton's grape input)
- 25% increase in the volume and quality of grapes delivered
- Loyal suppliers in a highly competitive market
- 500,000 liters of Chardonnay selected for the Fair Trade-labeled Salton Series wines

The grape growers are extremely satisfied with the success of the project because they have not only seen their earnings boosted but also improved their qualifications – an important factor in safeguarding the future of these family businesses. The winery is very pleased with the improvements in grape productivity and quality. The winery is profiting from a higher degree of loyalty among its suppliers. Last but not least, the producers' association (Associação dos Fornecedores de Uvas da Vinícola Salton) is enjoying higher earnings derived from the sales of Fair Trade products. The money is being invested in the community in general and technical aid projects in particular.

Next steps

This is an ongoing project, and there are plans to increase the area under cultivation to meet the winery's growing demand for wine and juice production; and to include other wineries with juice-oriented markets.

The bottom line is that this project has not only generated a number of partnerships within Brazil's grape-growing industry, but also brought added value to all the partners in the production chain.



left:
Felipe Sulzbach, Insecticides Development
Manager of Bayer

right:
Lucindo Copat, Technical Director of
Vinícola Salton

food chain partnership



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.



Bayer CropScience

For more information contact:

Bayer CropScience Brazil / Food Chain
Rua Domingos Jorge, 1100
04779-900, São Paulo – SP, Brazil

Phone: +55 11 5694 7471
Fax: +55 11 5694 7434
Mobile: +55 11 98153 1803
Email: adriana.ricci@bayer.com
Internet: www.bayercropscience.com

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

Phone: +49 2173 38 5834
Fax: +49 2173 38 3383
Email: foodchainpartnership@bayer.com
Internet: www.foodchainpartnership.com



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Vinícola Salton Ltda.
Rua Mário Salton, 300
95700-000, Bento Gonçalves – RS
Brazil

Phone: +55 542 105 1000
Fax: +55 551 568 1376