



Science For A Better Life

Value chain partnership for **sustainable** agriculture



food chain partnership



The challenges

In the Indian context, it has been a challenge to provide a sustainable supply of fresh and healthy vegetables to consumers through organized retail outlets.

Fragmented, small landholdings and low awareness amongst farmers of good agricultural practices are some of the impediments to delivering fresh and healthy vegetables to consumers on a sustainable basis.

In 2007 Bharti-Walmart, a joint venture between Bharti Enterprises and Walmart, began its operations, supplying the franchisee easyday stores owned by Bharti Retail. The franchisee has begun operations in North India and intends to roll out stores across India. Bayer CropScience is a leading agricultural input company with over 100 years of experience in providing the best solutions to Indian farmers.

Bharti-Walmart and Bayer CropScience built a partnership to manage the key operational and supply chain issues in a pilot location of Malerkotla in the Punjab province of India.

The mission

Build and implement a sustainable crop production model that will deliver definable and economic benefits to all stakeholders:

- Farmers: Overall net profits
- Bharti-Walmart: Continuous supply of fresh and healthy vegetables to the easyday stores in Ludhiana and its Best Price Modern Wholesale store
- Bayer CropScience: Implementation of their proven “5P” process to create a win-win situation for all stakeholders



The objectives

The partnership began with the selection of 60 farmers in Malerkotla. These farmers had small landholdings of less than a hectare. They had to be trained to produce good quality, healthy vegetables that met the specifications set by Bharti-Walmart. The specific target was to improve the social and economic status of farmers with interventions that involved ecologically safe plant protection products and high-quality seeds.

Bharti-Walmart wanted to source sustainable supplies of fresh and healthy vegetables for the franchisee easyday stores and its own cash-and-carry store, Best Price Modern Wholesale. They intended to improve the well-being of small and marginal farmers through reducing the cost of selling their vegetables.

Bayer CropScience and its wholly owned subsidiary Nunhems wanted to provide seed-to-harvest solutions by partnering with key stakeholders (farmers and Bharti-Walmart).



The solution

The project started with the signing of a Memorandum of Understanding between Bharti-Walmart and Bayer CropScience. Bharti-Walmart shared specifications for the produce along with the expected consumer demand. Based on this, Bayer CropScience designed the most suitable and scientific solutions for the desired requirements through its proven “5P” process:

Production: Selection and demonstration of the most suitable varieties and agronomic practices to achieve the best results. This included soil and water analyses for proper fertilizer usage and modern, cost-effective nursery raising techniques, and was carried out under the comprehensive agronomic guidance of Nunhems experts.

Protection: A customized scientific plant protection program was prepared and implemented for all the vegetables.

Program monitoring: The whole program was jointly monitored by Bharti-Walmart experts, a dedicated food chain manager and project officers from Bayer CropScience.

Passport: This tool has been developed for traceability and record management in the local language by Bayer CropScience, and was issued and implemented at every project farmer level.

Post-harvest: Bharti-Walmart took the lead in educating farmers in grading and procurement at a village level to reduce selling costs and ensure farmers get a better return on their produce.

All the farmers went through this “5P” process with the help of a dedicated team of Bharti-Walmart and Bayer CropScience specialists. Small- and large-scale farmer meetings were convened to disseminate the benefits to the larger farming community in the project villages. Awareness campaigns on the safe handling and use of pesticides were conducted with the help of specifically designed tools and demonstrations. Farmers were also trained in best plant protection application technologies.

The whole program was implemented with a clear view to improving the economic well-being of farmers as well as making a good social and ecological impact and therefore directly contributing to sustainable agriculture.



The results

- **Farmers:**
35 % increase in net income per acre
- **Bharti-Walmart:**
Sustainable supplies of vegetables
- **Consumers:**
Availability of fresh and healthy vegetables
- **Bayer CropScience:**
Modern solutions that provide healthy nutrition

As the Indian vegetables project proves, the overall goal of sustainable agriculture can be met through the innovative model of a food chain partnership!



left:
Amit Sharma
Associate General Manager –
Food Chain Alliances
of Bayer CropScience India

right:
Ramesh Subbiah
Senior Vice President
Merchandizing Supplier Development
of Bharti-Walmart

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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.



Bayer CropScience

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