



# Satisfying the demand for **safe** and **healthy** fruit



The Italian  
Pear Project





## How it all started

The Food Chain Partnership project developed from an awareness of the need to meet retailers' requests in order to satisfy even more demanding consumers who want healthy and high quality fruit.

Ferrara Frutta is an association of a thousand producers, highly specialised in pear cultivation and production. Ferrara Frutta farms, which are located in Emilia Romagna region, in Ferrara province and in the Po River National Park, benefit from an area with a great deal of water and sun – just right for crop production.

Ferrara Frutta is part of APO CONERPO – NATURITALIA, the biggest organised group of crop producers in Europe. Their products are sold at both national and international level through the brands FERRARA FRUTTA, NATURITALIA and BORGOSOLE BIO.

## What was the aim?

The aim of the project is to produce high quality pears by applying a crop protection programme which optimises the use of plant protection products according to Integrated Crop Management (ICM)/Integrated Pest Management (IPM) principles.

To this end, the partners are working together to guarantee crop quality and ensure a limited presence of residues from the crop protection products.

Waggon for the harvest – S. Musacci



Pear Abate Fetel – S. Musacci

## Who got involved in the project

**Farms:** The project involved farms in the province of Ferrara growing the pear variety Abate Fetel, the most delicious pear produced in Emilia Romagna in a very special and unique manner.

**Ferrara Frutta:** The Association's President, Roberto Cera, General Director Danilo Pirani and a highly qualified technical staff, who followed every field trial, were all involved.

**Bayer CropScience:** A leader in innovative crop protection products, Bayer CropScience is keen to support farms in finding new solutions to meet the needs of the market and of the food chain.

**Luigi Di Lenardo:** This produce importer based in Munich, Germany, plays a very important role for German retailers in the importation of pears.

Pears Abate Fetel – R. Vancini







## The confidence-building solution

The most important goal in pear protection – different ways of actions and a reduced use of phosphorganics – was tackled using innovative products from Bayer CropScience. Whereas in the past, different concepts were used to achieve the key objective of providing the end consumer with produce grown and marketed in a professional manner, today the links created between the various partners in the food chain guarantee safe, high quality and healthy fruit.



Selection and calibration phase – R. Vancini

**Pear protection programme:** The treatment programme, as a key aspect of the project, involved the implementation of a complete Bayer CropScience protection line with a correct positioning of crop protection products. The aim was to make efficient protection possible and obtain high quality pears from an organoleptic and health point of view, thus reducing residue levels to a minimum and in this way meeting the retailers' requests.

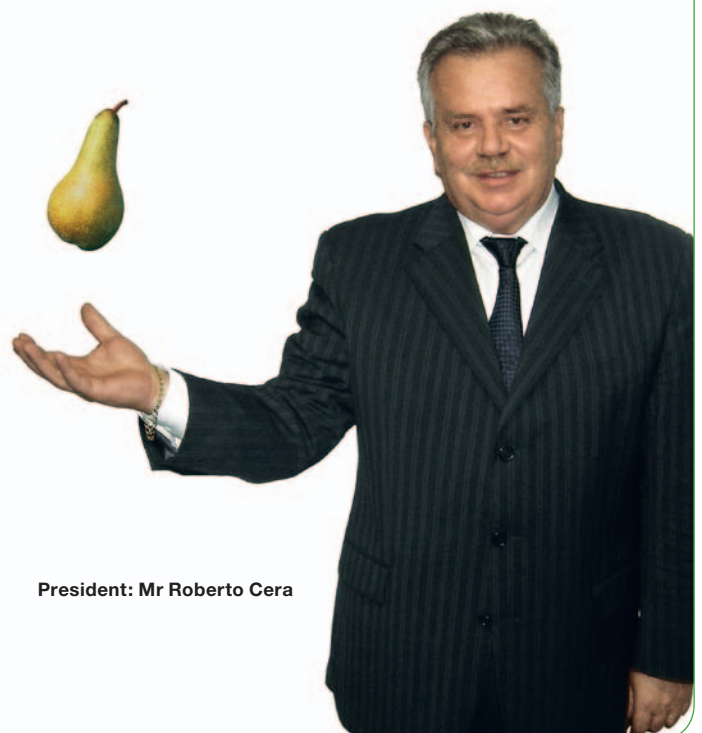
**Follow-up:** During the campaign, Bayer CropScience technicians regularly cooperated with Ferrara Frutta and carried out several field visits. The protection programme was jointly defined, all the crop development stages were closely monitored, and any difficulties experienced on the way were overcome.

**Quality control:** From the harvesting field to the farm, each step of the production process was characterised by rigid quality controls. Analyses were carried out at several stages of the growth process. During harvesting several analyses of residues were made to ensure regular checks on the quality of the production. The production process at the farm is certified to the quality standards ISO 9001, BRC and GLOBALGAP, and the environmental standards ISO 14001 and Reg. 761/2001 EMAS-IFS.

### Composition and energetic value of the pear: (100 g of product)

Edible part	91%	Sodium	2 mg
Water	85.2 g	Potassium	130 mg
Proteins	0.3 g	Iron	0.3 mg
Lipids	0.4 g	Calcium	6 mg
Available glucids	9.5 g	Phosphor	11 mg
Food fibre	2.8 g	Niacine	0.1 mg
Energy	41 kcal	Vitamin C	4 mg

Source: Istituto Nazionale della Nutrizione



President: Mr Roberto Cera



Ferrara Frutta Soc coop arl  
Roberto Vancini  
Ufficio Tecnico  
Via Argenta 32/a  
44040 Monestirolo (Fe)  
Italy  
Phone: +39 (0)532 42 1256  
Fax: +39 (0)532 41 7255  
Mobile: +39 3357 86 4678  
Email: roberto.v@ferrarafrutta.it

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.r.l.**

**Viale Certosa, 130**

**20156 Milan**

**Italy**

**Angelo Marazia**

**Food Chain Specialist**

**Phone: +39 (0)239 72 2362**

**Fax: +39 (0)239 78 4087**

**Mobile: +39 3357 63 3348**

**Email: [angelo.marazia@bayercropscience.com](mailto:angelo.marazia@bayercropscience.com)**

**Global Food Chain Team**

**Bayer CropScience Aktiengesellschaft**

**PM-MBE-Food Chain Management**

**Alfred-Nobel-Str. 50**

**40789 Monheim am Rhein**

**Germany**

**Phone: +49 (0)2173 38 5184**

**Fax: +49 (0)2173 38 3833**

**Email: [foodchainpartnership@bayercropscience.com](mailto:foodchainpartnership@bayercropscience.com)**

**Internet: <http://www.foodchainpartnership.bayercropscience.com>**



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