



Science For A Better Life

Collaborating to
increase yields
and grain quality



food chain partnership



How it all started

Wheat is the main type of cereal grown in Romania. It can be found in almost all regions of Romania but the most intensively cultivated wheat-growing areas with the largest fields are in the west, south and east of the country. It is mainly milled for bread or used for animal feed. The annual per capita consumption of wheat flour is around 150 kg in Romania. Nearly 50% of the crop is exported. Although wheat is a crop easy to market, prices fluctuate significantly during the growing season. If storage capacities are limited, which is often the case, Romanian wheat farmers have to sell their crop immediately after harvesting in the first ten days of July – whether the price is high or low at the time.

In July 2010, representatives of Bayer CropScience Romania started discussing a Food Chain Partnership project with a company they had been collaborating with for many years, S.C. Panifcom SRL. The discussions focused on the monitoring of seed treatment, the application of plant protection products and comprehensive crop-related advice.

What we aim to achieve

The parameters of wheat production in Romania – limited storage capacities, large quantities harvested, constant supplies and a very commercially oriented crop – defined the goals for this Food Chain Partnership project: Proving that the technology Bayer has to offer in wheat delivers high yields and high-quality grains while, at the same time, producing wheat that is safe for consumers.



Who is involved

S.C. Panifcom SRL is the leading bread producer in Iasi County, Romania. This company is involved in the entire food chain since it grows, processes and markets bread and its derivatives. Panifcom is particularly concerned about quality—from the quality of the grain to the quality of the bread baked from its wheat. As a result of this high quality awareness, Panifcom has built up a strong reputation in the market. The company's business is driven by bread and wheat-based specialties such as cookies.

Bayer CropScience Romania not only markets seed treatment and plant protection products for cereals but also supplies technical know-how in crop protection, field monitoring and sampling.



The confidence-building solution

After joint analysis and discussion between Bayer CropScience and Panifcom a customized plant protection program was developed that covers all likely scenarios of disease, pest and weed pressure in wheat. The local team consisting of the sales manager, the technical consultant and the crop manager implemented the proposed technical solutions.

The solution Bayer CropScience developed covered plant protection products and residual analyses:

- Pests, diseases and weeds: The focus in this Food Chain Partnership has been on treating seed-borne diseases, soil pests, foliar diseases, *fusarium funghi*, sun pest and dicot weeds
 - Plant protection products: Bayer CropScience recommended the use of innovative plant protection products such as Yunta Quattro®, Sekator®, Falcon®, and Nativo®
 - Residual analyses: Bayer CropScience conducted analyses on residues and deoxynivalenol (DON) mycotoxin

Right at the beginning of the wheat-growing season, Bayer CropScience, together with the technical consultant, established a monitoring system, which was based on regular visits on the field in order to continuously improve the selection of products, timing and doses. The monitoring was accompanied by regular advice to explain the reason behind the treatments as well as to maintain disease management and resistance monitoring.



What we achieved

The project's success was largely due to the fact that Bayer CropScience kept its partner regularly informed about the project's progress through regular meetings and monitoring of developments in the field and during processing. The outcome of this Food Chain Partnership project has been an increase in yields and in the quality of the grains.

Next steps

As the project has developed successfully up to now, it will continue in 2012. The acreage covered by the project will increase and all Panifcom's fields will be treated with Bayer technology in the 2012 season, as Liviu Balanici, General Manager of Panifcom, confirms: "We foresee to continue the project and to extend it to all wheat areas for the next season".



left:
Sorin Laurentiu Petrache
Crop Manager – Grapes and Fruits
and Food Chain Manager
of Bayer CropScience Romania

right:
Liviu Balanici
General Manager of Panifcom

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

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