



Cooperating with the whole value chain

Improving consumer confidence in Spanish peaches and nectarines



The Spanish Peaches and Nectarines Projects



How it all started

Spain is a major supplier of fruit, and Germany and the United Kingdom are the key export markets. Stone fruit – mainly peaches, nectarines but also paraguayos – are the focus crops in terms of quality. The different quality standards established in the various import countries represent a major challenge for the Spanish producers and create a high degree of complexity in growing the fruit.

Against this background, increasing levels of awareness on food safety amongst consumers have led supermarkets to ask for better quality, not only in terms of health and taste but also in terms of residue levels.

What was the aim

The whole project aimed to build up confidence throughout the food value chain – from the producer, trader and supermarket to the end consumer. Another key aspect was to address the issue of sustainability and traceability, which are only possible if an effective partnership is established along the entire food chain.

The traders have to cope with consumer sensibility towards the appearance and perceived healthy qualities of fresh food. That is why it is not just tangible quality criteria like the taste and appearance of fruit that are important, but also consumer confidence that the produce is safe and is produced according to the highest standards.

In this respect, both traders in the country of destination as well as certain supermarket chains have shown a great deal of interest in the activities of their suppliers. So the plan was to develop a crop protection programme that optimized the use of agrochemicals based on sustainable agriculture by using the expertise of the different food chain partners.

As the input provider, Bayer CropScience wanted to prove that a concept based on a food chain partnership, innovative crop solutions and traceability could achieve the best possible stone fruit quality.

Integrated crop management from field to fork



Billboard installed on one of the farms



Follow-up meeting
in Novapracosa farm





Who got involved

Bayer CropScience Spain cooperated with some leading Spanish producers with the aim of improving consumer confidence in the quality of Spanish stone fruit. The main selection criteria for choosing the producers were their ability to prove the transparency and traceability of their production process, and the time and effort they committed to spend on this partnership.



The four producers chosen were located in the main areas of production:

- **NE Spain: Fruits Sant Miquel-La Coma and Novapracosa**
- **SE Spain: Frutas Esther**
- **SW Spain: Explotaciones Rosa**

In close cooperation with the producers' agro-technicians Bayer CropScience developed a crop protection programme for the entire season. The aim of this programme was to ensure the best possible condition of the fruit at harvest.

**Mr Ursino Lozano,
General Director Fruits
Sant Miquel-La Coma**



Nectarines from E. Rosa (Honey Royal)

The confidence-building solution

The intention of the programme was to integrate all the latest available tools to control pests and diseases, i.e. not only crop protection products but also alternative systems such as mass traps for certain pests. This involved adapting the programme to the local conditions, but thanks to the very professional technical assistance provided by the producers and regular consultations with Bayer CropScience specialists, it was possible to develop the best solution for the crop.

Peach/nectarine protection programme: The treatment programme, which is a crucial factor in the entire process, was adapted to the specific requirements of each growing area and each farm, and also made compatible with an integrated crop management.

Follow-up: Throughout the season it was necessary for Bayer CropScience specialists to regularly visit the farms and share information with the producer technicians to adjust the initial programme to the actual conditions encountered and deal with difficulties met on the way.

Quality control: Visual quality checks were carried out at several stages of the growth process. During harvesting, several analyses of residues were made to check the quality of the production.

Relationships: By building up relationships and keeping in touch with all members of the value chain, the partners in the programme were able to tackle the specific challenges facing growers in Spain.

At the end of the season, the results of several months of hard work were evident to retailers and consumers. The visible proof of healthy, top-quality fruit was the biggest achievement as well as the compliance with the legal residue requirements of each destination country.





Paraguayos from La Coma

What was achieved

In the opinion of Ursino Lozano from Fruits Sant Miquel-La Coma, “the benefits I have seen from the project are that this means a cultural change in the way we produce with a new focus on the customer. It also gives us an extra degree of safety with respect to our customers and facilitates sales of our produce.”

This Food Chain Partnership project also brought other benefits. For example, it aroused the interest of other food chain agents not involved in the project, who asked for information and results. All of them stated their support for this kind of project, and showed an open mind on possible future collaborations. The customers’ confidence in Bayer CropScience products increased as a result of what was achieved.

Besides, they saw that Bayer CropScience was not only interested in selling crop protection products, but also in helping them to guarantee the quality of Spanish stone fruit throughout the food chain.



**Sustainability + traceability + quality =
added value for every partner in the food chain**



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:

Food Chain Team Spain
Bayer CropScience, S.L.
Pol. Industrial El Pla, 30
46290-Alcasser (Valencia)
Spain

Phone (reception): +34 (0)96 1965 300

Fax (reception): +34 (0)96 1965 345

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

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



Fruits Sant Miquel-La Coma
www.lozanojimenez.com



novapracosa
IMPORT EXPORT
Novapracosa
www.novapracosa.es



Explotaciones Rosa
www.manuelrosa.com



Frutas Esther
www.frutasesther.es

