



Cooperating
with the whole value chain
– an exceptional
potato product
launch!



The UK
Potato Project

The challenge of consumers' expectations

How it all started

In February 2006 the new Bayer CropScience potato blight product Infinito® was launched in the United Kingdom.

Since consumers are becoming more and more aware of what they eat, a high-quality, healthy-looking potato with low residues is of particular importance for all members of the potato value chain. Besides, flexibility in dose rate and spraying intervals is important for our farmer customers.

We wanted to best meet these expectations and decided on involving farmers, potato packers, processors and retailers in the field trials and cooperating with them in the final development of Infinito®.

What we aimed to achieve

We wanted to integrate all the members of the food value chain – from field to fork – in the final development of a new product, Infinito®. We were looking for a successful solution to combine our expertise with the knowledge of farmers, packers, processors and retailers – a solution that would best meet their expectations.



Who got involved

Farmers: It is very important that the product combines high effectiveness against phytophthora with operator and environmental safety, flexibility and low residues.

Processors: Potato processors are confronted on the one hand with the consumers' quality expectations, e.g. low residues, and on the other hand with technical demands such as the shape and size of the potato, frying qualities, etc. to guarantee successful processing at a reasonable price.

Retailers: Retailers, and especially those in the fresh potato segment, have to cope with the consumers' sensibility towards the looks and cooking properties of fresh food. That is why healthy and clean potato skin and potato size are important.

Bayer CropScience UK: For us it is essential to develop products that satisfy our customers' expectations and offer the best possible solution for all interested parties. By cooperating with all members of the potato value chain and implementing their knowledge in the final development of the new product, we had the chance to achieve this goal.



The confidence-building solution

Since meeting the expectations of all members of the potato value chain is very important for Bayer CropScience, we wanted to invite groups of farmers, potato packers, processors and retailers to cooperate with us in the final development of Infinito®. Our goals for this cooperation process were as follows:

Spraying intervals and dose rate: The farmer's success is dependent on flexibility and high efficacy.

Clarification: Speaking openly about expectations and worries with all members of the value chain to eliminate doubts.

Relationships: By building up relationships and keeping in touch with all members of the value chain, we are able to react faster to changing expectations.

Trust: When using a crop protection product, farmers, processors and retailers must be able to trust the product in terms of efficacy and residues. Cooperation is the best way of building up trust.

Two seasons before the UK launch of Infinito® we were already asking many farmers, processors and retailers for their ideas and recommendations for a product profile.

During the pre-launch two-year development phase, representatives from across the complete potato supply chain were invited to visit the field trials. Together we evaluated the dose rates and spraying intervals to be considered. This enabled all the members of the value chain and Bayer CropScience not only to gain detailed information on the efficacy of our product and on possible pest challenges in the potato crop, but also to find a solution that combined everyone's expectations with the optimal use of our product.

By offering opportunities to discuss this topic with our experts in meetings and at industry events or symposiums, we were able to integrate all interested parties.

Involving farmers, processors and retailers resulted in a significant achievement. Our customers' confidence in our product was so high right from the start that Infinito® was placed on all recommendation protocol lists in time for the product launch.

The mutual benefits of trust, flexibility and a great relationship among all interested parties in the potato value chain are immense and form a sound basis for more jointly developed products in future.

What we achieved

A successful launch based on close cooperation – and long-lasting protection against late blight without loss of flexibility!





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. Only Bayer CropScience has the global experience and cutting-edge expertise to create a successful partnership at every level.

For more information contact:

Food chain partnership team

Bayer CropScience AG

Alfred-Nobel-Straße 50

40789 Monheim am Rhein

Germany

Tel.: +49 (0)2173 38 5184

Fax: +49 (0)2173 38 3253

Email: foodchainpartnership@bayercropscience.com

