



Science For A Better Life

Generation of added value across the production chain



food chain partnership



How it all started

Currently, Brazil produces annually 1.3 million tons of apples on approx. 38,000 hectares, generating R\$970 million in income and employing more than 150,000 people. Some 7,900 hectares and 20% of national production are cultivated in the Fraiburgo region, in Santa Catarina State in southern Brazil, generating 11,850 direct and 27,650 indirect jobs throughout the production chain. Most of the production is targeted at the Brazilian market where consumption reaches 4.64 kg per person and year.

One of the largest apple farmers in Brazil, Agricola Fraiburgo, has been using Bayer CropScience innovations for many years. In 2013, both companies agreed to develop a plan for improving the quality of the apples to meet the increasing demands of consumers.

What we aimed to achieve

Bayer CropScience together with Agricola Fraiburgo launched a Food Chain Partnership project including the More Quality program to cultivate apples through proactively participating in the farmer's day-to-day work in order to fully understand their difficulties. The pilot project began in August 2013 by providing targeted technical assistance in order to lower the residue in the fresh fruit, but without compromising on the crop quality.



Who is involved

Agricola Fraiburgo has its own production of 23,000 tons per year on 485 hectares, as well as marketing the production of 90 other orchards. The company directly employs 960 people. Of its current production 15% is exported to Bangladesh, Denmark, Finland, France, Ireland, Portugal, Sudan, and Sweden, and 85% is for the domestic market. The main destinations here are the states of Espírito Santo, Minas Gerais, Rio de Janeiro, and São Paulo, where the apples are sold to consumers under the Fiesta, Festiva, and Festival brand labels.

Bayer CropScience Brazil has always been very close to farmers through its technical staff and distributors, offering innovative solutions for crops. Through Food Chain Partnership and its More Quality program, they provide important tools to help farmers in the constant search for excellence in production and in achieving sustainability in business in order to satisfy their customers and consumers.



The integrated solution

Bayer CropScience offers a complete portfolio to tackle the major diseases and pests affecting apples, and is strengthening its portfolio with the biological fungicide Serenade®. Furthermore, the Bayer CropScience crop solution allows correct resistance management, and enables healthier and better-quality fruit to be harvested. Bayer has a team of agronomists exclusively dedicated to the cultivation of apples and trained to assist farmers to obtain improved results from their orchards using market-leading products, such as Mythos®, Aliette®, Antracol®, Nativo®, Flint®, Decis®, Envirodor®, and Finale®. Therefore, Bayer CropScience and Agricola Fraiburgo agreed on a spray program in order to manage the diseases and pests affecting the apples to achieve a suitable quality of the crop.

Training courses were also offered to Agricola Fraiburgo in topics such as application technology for crop protection products, apple phytotechnology, control of pests and diseases, first aid, and grading and packing of the fruit. After harvesting, the apples were carefully evaluated under the standards set by the More Quality program, and batches meeting these standards received a seal on each of the boxes. Through scanning the boxes consumers can trace back the production history of the apples. Furthermore, throughout the year there are targeted marketing initiatives to promote the sealed apples from Agricola Fraiburgo to consumers.



What we achieved

Thanks to the customized program provided by Bayer CropScience, and to Agrícola Fraiburgo carefully following all recommendations and applying the methods learned on training courses, apples of a high quality could be harvested, which were then delivered to the domestic supermarkets – to the satisfaction of every partner involved.

Next steps

This ongoing project is aiming to produce better results every year by increasing the productivity and high quality of the produce.



left:
Galhardo Junior
Market Development Agronomist
of Bayer CropScience Brazil

right:
Marciel Marcio Deon
General Manager of Agrícola Fraiburgo

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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