



Science For A Better Life

# Increasing fruit quality to meet premium standards



food chain partnership



## How it all started

Chile is an important fruit-growing country in the Southern Hemisphere. A significant proportion of the fresh fruit is exported since the domestic market is much smaller than the total amount produced. Chile's Central Valley is one of the main fruit-growing regions, and the fruit for this Food Chain Partnership project primarily comes from San Fernando and Teno Norte. Approximately 60% of the fruit exported goes to Asia, mainly China, Taiwan, and South Korea. In those countries, no specific certification is required. Around 35% goes to Europe – the UK, Germany, Spain, Italy, Portugal, Greece, the Netherlands, and some spot markets. Last but not least, 5% of exports go to the Americas, mainly the USA and Brazil.

This Food Chain Partnership started in 2012 with apples, cherries, and kiwis. Victor Marotto, Commercial Manager at Fruttita, explains what the decisive factor was: "I started this project because we have an excellent relationship with the Bayer team. I trust them and the idea is that we can achieve a better and safer product along with a commitment to the environment." Since Fruttita's retail partners were keen to have better and safer products for their customers, Bayer CropScience and Fruttita agreed to work together for sustainable fruit production.

## What we aimed to achieve

The primary aim of this Food Chain Partnership project was to stop the use of organophosphates, as there are now new active substances with a better profile to treat apples, kiwis, and cherries and help grow safe fruit for demanding markets, such as Europe.



## Who is involved

**Exportadora Fruttita S.A.** is a Chilean exporter of premium fresh fruit dedicated to meeting the highest quality standards in line with global market requirements and customer demands. Fruttita's vision is to become the market leader in the commercialization of fresh fruit in premium markets and establish the concept of a boutique exporter from Chile's Central Valley region.

Fruttita is made up of a group of five partners (**farmers**) and works with an additional **two external fruit growers**.

**Frankort & Koning** is an international organization that has been trading in fruit and vegetables for the European market since 1985. Fruttita developed the project with Frankort & Koning in order to grow the European market for Chilean imports.

**Bayer CropScience Chile's** technicians have been working with Fruttita growers for more than 20 years, providing them with technical support. Recently, those Bayer technicians brought new expertise into the sustainable spraying programs and elaborated alternatives to the use of organophosphates in treating fruit.



## The integrated solution

The project started with the five Fruttita partners in 2012, and was extended to the two external growers in 2013. They discussed with Bayer CropScience the optimal spray plan to combat the main challenges in Chilean fruit production. The main pests to be controlled are the San José scale, codling moths, mealy bugs and mites, and the oriental fruit moth; the main diseases affecting Chilean fruit are powdery mildew, scab, *Botrytis*, and *Alternaria*. In all these challenges the main aim of the project remains valid: replacing organophosphates by ketoenols, e.g., by using crop protection products such as Movento Smart® and Envidor®. Along with the improved spray plan, an effective MRL management was rolled out in order to meet the demanding standards in Europe.

Fruttita's growers and partners received professional support from the Bayer staff and were instructed in the sustainable production of their fruits. Furthermore, Bayer CropScience has been implementing its Agrovida® stewardship program to train the farmers in the safe use of crop protection products and environmental care, the calibration of spray equipment, and the implementation of good agricultural practices (GAP) to maximize production.



## What we achieved

Although the project is still in its early stages, the relationships built up and the collaboration achieved already promise an improvement in Fruttita's profitability along with better market access to Europe. In addition, the project is helping to further build on the relationships with important traders in the Asian market. Thanks to this project, Fruttita will be able to manage and extend the interactions with important dealers, such as Frankort & Koning, through a high-quality and safe product based on the targeted MRL management program. And as a result, Frankort & Koning will be able to sell high-quality and safe Chilean fruits to their customers.

## Next steps

Having started with apples, cherries, and kiwis, there are plans to involve all of Fruttita's crops in 2014, i.e., table grapes and various varieties of pears as well. This will result in an expansion of acreage to at least 150 hectares.



**left:**  
**Ernesto Nieto Martínez**  
**Food Chain Manager of Bayer CropScience Chile**

**right:**  
**Victor Marotto**  
**Commercial Manager of Fruttita**

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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