



Making traceability work



Food Safety

Traceable fruit and vegetables

Marketability

Requirements of Brazilian association of supermarkets met

Sustainability

Compliance with MRL requirements

food chain partnership



The Brazilian Fruit & Vegetable Initiative



What was the market situation?

With around 40 million tons of fruit produced each year and 2.5 million hectares under cultivation, Brazil is the world's third-ranked fruit producer behind India and China. In addition, some six million jobs are directly dependent on this industry. Vegetables are grown on around 820,000 hectares. Fruit is grown in all regions of Brazil, with climate-related regional specializations. For example, tropical fruits are grown in the north and northeast of the country whereas fruits favoring a sub-tropical or temperate climate predominate in the south and southeast regions. Harvesting times vary from region to region, depending on the varieties, climatic conditions, and crop management.

The starting point for this Food Chain Partnership initiative was the demand for increased traceability in the fruit and veg market. In Brazil traceability has become a reality through the RAMA fruit and veg tracking and

monitoring program created by the Brazilian supermarket association ABRAS. Set up in response to the global retail trend of offering customers assured food safety, RAMA is a voluntary program that promotes good agricultural practices. With retail outlets responsible for selling around 60% of fruit and vegetables produced in Brazil, RAMA is a key component for successfully marketing such produce.

As one of Brazil's leading fruit and veg suppliers, Extrafruti was keen to offer traceable produce to supermarkets participating in the RAMA program. In February 2016 Extrafruti learned about Bayer's work in the traceability field and asked for support in implementing the program for its 2,000 suppliers. The ultimate goal is to ensure that 100% of Extrafruti's growers implement the traceability process. Currently, well over 700 are being tracked.

“We've joined forces in this project to deliver more information to growers and ... enable access to service ... so they can continue producing and supplying in this market.”

Jonas Gardino, Bayer Sales Representative





Challenges:

- Making growers aware of the need for traceability
- Training growers in implementing good agricultural practices
- Ensuring MRL compliance



Solutions:

- Close cooperation in training between the partners
- Electronic field notebook
- PariPassu tracker



Benefits:

- Assured marketability of traceable produce
- Safer fruit and vegetables
- Compliance with upcoming stricter legal requirements

“At Extrafruti we **understand the need to evolve** – it is imperative and often **leveraged by consumers.**”

Leonardo Lourcenço, Director of Shared Services, Extrafruti



What were the challenges?

The main challenge in implementing the traceability process was ensuring compliance with the required MRL levels in order to deliver safe produce to supermarkets participating in the RAMA program. In addition, suppliers had to guarantee that only registered crop

protection products were being used and good agricultural practices applied. Last but not least, there was the need to educate the fruit and veg growers so that they understood the program's necessity and requirements.

“Right now, we are
targeting traceability but
our future goal is to offer
GLOBALG.A.P.
certification to growers.”

Cristiane Lourenco, Sustainable Development and
Food Chain Relations Manager, Bayer Brazil

What was the solution?


Two partners helped Extrafruti implement the traceability program: Bayer by providing the required crop protection products and training services and PariPassu by delivering the traceability solution within Bayer's service program. PariPassu has local teams that support growers with training courses and consultations on implementing the program's two services, an electronic field notebook for application registration and the PariPassu tracker. The electronic field notebook is a field management app that also helps to boost agricultural

productivity. It enables growers to access field management records, reduce possible errors, ensure on-the-spot data collection, and provide the managerial reports that are important for strategic decisions. The PariPassu tracker allows data on the origins and destinations of perishable goods to be recorded and registered through a unique traceability code for each marketed batch. This code accompanies the produce throughout the supply chain and can be consulted at any time by all players involved in the process.

“Bayer is a great partner in
enabling us to reach growers,
and in providing products and access
to tools and knowledge through
consulting, lectures, and training.”

Leonardo Lourcenço, Director of Shared Services, Extrafruti





What did we achieve?

By the end of 2017, around 350 growers are expected to have been trained in implementing the traceability process. Two large meetings were held with PariPassu and/or Extrafruti staff, and there have been regular reports on PariPassu visits to the communities involved and field days promoted by Bayer. As a result of the successes achieved so far, Extrafruti is now able to buy fruit and vegetables with a documented traceability record from a significant number of growers, for example, Antônio Geraldo Gobbi from Venda Nova do Imigrante in the state of Espírito Santo. These growers, in turn, have greatly increased the marketability of their produce by successfully introducing tracking – a farsighted move towards sustainable production in view of upcoming stricter legal requirements.

Thanks to the partnership with PariPassu, Bayer is able to offer tools to support growers in producing safe and traceable food to meet the increasing demand for such produce.

About 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. The Crop Science Division of Bayer has the global experience and cutting-edge expertise to create a successful partnership at every level.



For more information contact:

Bayer SA – Brasil
Crop Science – Customer Marketing
Rua Domingos Jorge, 1100 | 504 | 2º andar
Brazil

Phone: +55 11 5694 5328
Email: maira.cavenago@bayer.com

Bayer AG
Crop Science Division
Alfred-Nobel-Str. 50
40789 Monheim
Germany

Phone: +49 2173 38 4828
Email: foodchainpartnership@bayer.com



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Extrafruti
BR-262, Km 8 – Espírito Santo
29135-000
Brazil

Phone: +55 27 3346 1200

PariPassu
R. Cel. Luís Caldeira, 67 – Santa Catarina
88034-110
Brazil

Phone: +55 48 3207 5755



For further information visit our website:
<http://www.foodchainpartnership.com/>

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