



Sustainable benefits from farm to fork



Food Safety

Compliance with MRLs required by European supermarkets

Marketability

Exportable yields up 15–20 %

Sustainability

Adherence to principles of sustainable agriculture

food chain partnership



What was the market situation?

Though normally a subtropical crop, grapes are also grown in India under tropical conditions – with excellent results. Thanks to a special grape cultivation system in India, productivity is relatively high. Maharashtra is India's leading state in the production of grapes, and the Nasik and Sangli districts of this state lead in grape cultivation and production. Table grape exports to Europe have always been challenging, not only for growers but also for the Indian exporters involved, because of the increasingly strict requirements demanded by European supermarkets. Greenyard, a worldwide supplier of fresh produce, also procures table grapes

from India through their associated Indian exporters, Shree Consultants and Indyglobal Ventures. As a leading grape exporter, Shree Consultants works to monitor and improve the quality of table grapes and support farmers in their efforts to supply major retail chains in the UK, Germany and Scandinavia. Indyglobal Ventures is one of the major exporters of fresh grapes and pomegranates to supermarkets in the UK and Continental Europe. To satisfy the strict quality requirements in European markets, Bayer and Greenyard decided to work together in India to promote the sustainable production of high-quality grapes.





Challenges:

- Managing residue levels without compromising on crop quality
- Implementing good agricultural practices
- Combating downy mildew, jassids, and thrips



Solutions:

- Suitable crop protection schedule developed by Bayer with due emphasis on sustainable disease and pest management
- Training courses in good agricultural practices for the growers
- Records maintained to ensure traceability of the produce from the farm onwards



Benefits:

- 15–20 % increase in exportable yields
- 10–15 % reduction in growers' plant protection costs
- Greenyard supplied with high-quality grapes that satisfy European supermarket standards

“Healthy living requires healthy eating
and our Food Chain Partnership in India
ensures production and selection
of quality farm-fresh grapes.”

German Ponce, Sourcing & Sales Grapes, Greenyard



GREENYARD 

What were the challenges?

The aim of this Food Chain Partnership initiative was to develop and implement an effective production solution to improve the yield and quality of the table grapes. This was to be achieved by several means: managing residue levels to comply with the specifications of various

European supermarkets while not compromising on crop quality, implementing good agricultural practices, and adhering to the principles of sustainable agriculture. Downy mildew, jassids, and thrips were the major issues facing Indian grape growers.

What was the solution?

The first step was to build up awareness of the challenges among all the stakeholders. Discussions were held in groups to make all the growers aware of the objective of the initiative and of the clear expectations and support required from them. In consultation with the exporters, Bayer developed a suitable crop protection schedule for table grapes. Due importance was given to critical success factors such as MRLs in the EU, approved usage of products, recommendations by India's National Research Centre for Grapes (NRCG), and post-harvest intervals (PHI), as well as the past experience of the growers and historical data from the residue testing laboratories. Greenyard approved the plant protection schedule that was to be followed by the growers involved in this initiative. Bayer shared its experience of weather-based disease and pest management in grapes in a joint project with the NRCG. The major crop issues were managed by using innovative

Bayer products such as Antracol™, Alliette™, Admire™, Confidor™, Melody Duo™, Sectin™, Luna™ Experience and Profiler™. Teams from Bayer and the exporter monitored the field activities. The farmers were trained in agronomic practices, nutrient management, GLOBALG.A.P. principles, quality improvement through disease and pest management, and the safe use and handling of crop protection products. All the farmers' spraying practices were duly recorded to ensure produce traceability from the farm onwards. Visits by a Greenyard management team during the crop cycle built up the confidence of the growers in the initiative and helped to achieve the objectives. Finally, at harvest time, Greenyard experts advised and trained the farmers and exporters in harvest time, grading, and packing the grapes to comply with the requirements of the various supermarkets.



“Together we are doing a great job
in monitoring and improving
the quality of table grapes.”

Shirish Kothare, Proprietor, Shree Consultants



What did we achieve?

All the key stakeholders in this initiative exhibited a true spirit of partnership. The initiative's integrated approach was the critical factor in enabling improvements in the quality of the table grapes. The participating farmers were able to increase their exportable yields by an average of 15–20 %. Their overall plant protection costs were reduced by 10–15 % through optimizing the number of spray applications. The outcome was better-quality table grapes, enabling Greenyard to procure these high-quality grapes in line with the respective supermarkets' requirements.

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.



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