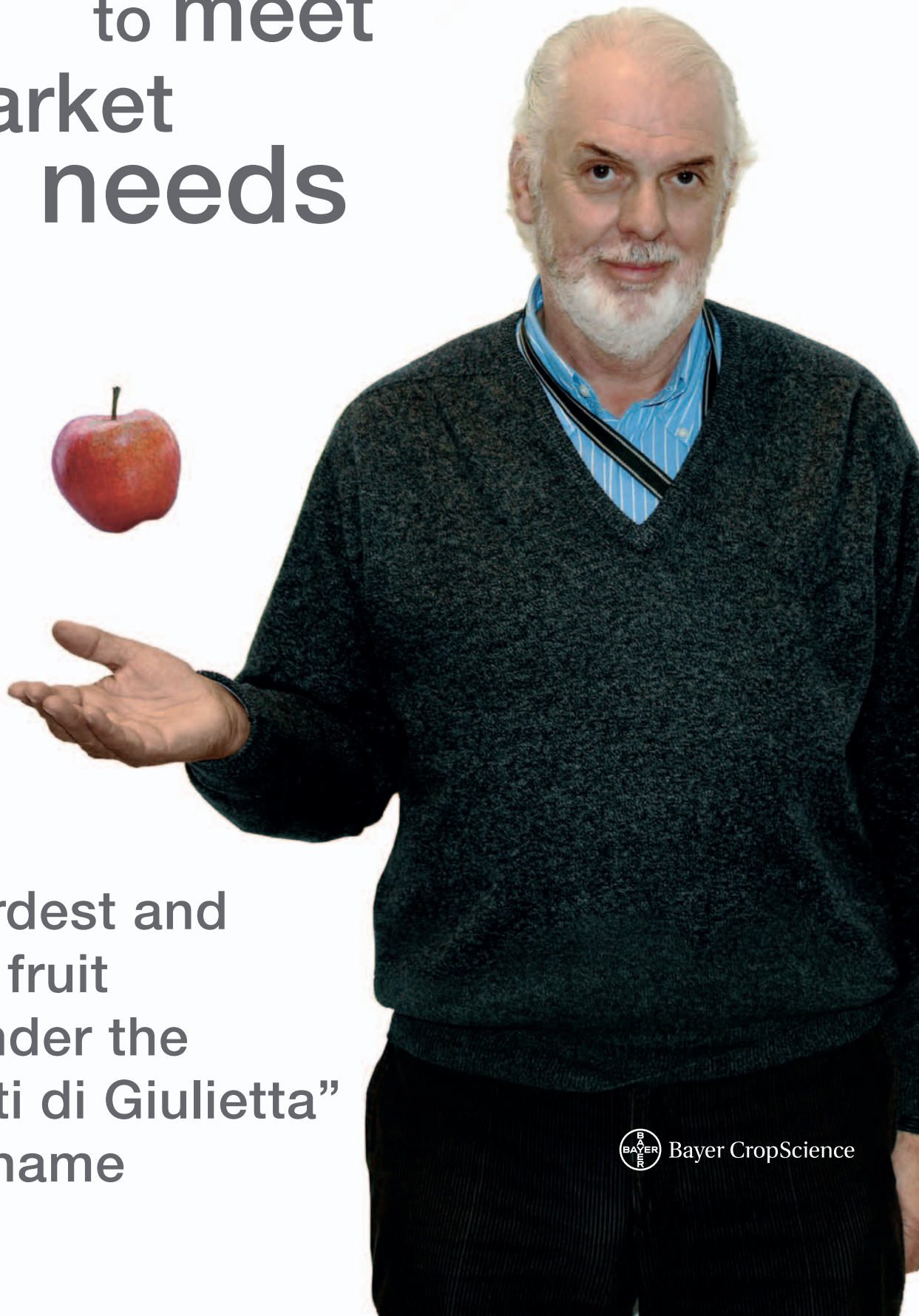




# The right **Quality** to meet market needs



OP Nordest and  
quality fruit  
sold under the  
“Gli Orti di Giulietta”  
brand name



Bayer CropScience



## How it all started

Major changes are taking place in the crop field. On the one hand, there is a growing demand for healthy, high quality food products; on the other hand, fewer active ingredients are available for crop protection after the EU revision of crop protection products. Fruit and vegetable producers have to provide more suitable answers to meet the needs of the market.

In January 2008 representatives of OP Nordest Cooperativa Agricola, an association of fruit and vegetable producers in the Verona province of Northern Italy, and Bayer CropScience met to discuss the situation and discovered a common interest in a partnership aimed at finding solutions to the market's demands.



Apple blossom – M. Galli

## Who is OP Nordest

The OP Nordest cooperative was founded in 1997 by producers mostly specialising in pome fruit. But within a few years, many other producers joined so that OP Nordest now has a broad product diversification, including apples, pears, peaches, cherries, kiwis, strawberries, melons and chicory.

OP Nordest also launched Gli Orti di Giulietta, a brand that conjures up images of a poetic character and associations with a landscape, history and culture well known all over the world.

The aims of the cooperative are to:

- guarantee high levels of crop production;
- use integrated production methods that respect the environment;
- carry out strict controls on the quality of produce.

All the food chain segments are certified with the GLOBALGAP standard (production), BRC/IFS (trading companies) and equivalent standards for retailers.

Modern apple cultivation covered  
by antihail net – M. Galli



Apples Golden Delicious – R. Angelini

## Who got involved in the project

**OP Nordest:** The producers' cooperative representing the brand Gli Orti di Giulietta.

**Farms:** The crops grown on these farms were apples (Royal Gala), peaches (Star Red Gold and Royal Glory) and pears (Decana and Abate Fetel). In all, about 150 ha of crops have been involved in the project.

**Bayer CropScience:** Bayer CropScience not only supplies innovative means for crop protection but is also a partner who helps producers to find state-of-the-art solutions to meet the needs of the entire food chain.

**Laboratorio Agroalimentare della Camera di Commercio di Verona:** This laboratory is one of the few in Italy to have the QS Certification, a certification system recognised by retailers and the German market.

**Retailers:** Their emphasis was on the need to have high quality crop products produced in an integrated way to satisfy a more health- and quality-conscious group of consumers.







## *The solution*

OP Nordest officials met up with Bayer CropScience's Technical Area Managers to develop an integrated crop protection programme covering three important crops: apples, peaches and pears. As a result, it was possible for the farmers involved to implement modern and effective guidelines with respect to the environment and reduce residue levels at harvest time. The technical solutions adopted included state-of-the-art Bayer CropScience insecticides such as CALYPSO®, PRODIGY® and SUCCESS®. These products were extremely effective in controlling the major parasites affecting the three kinds of fruit in the project. What is more, they have a good toxicological and residue profile with no negative effects on beneficial insects or mites.

The fact that the agro-technicians from OP Nordest and Bayer CropScience stayed in close and regular contact during the growing season meant it was possible to follow the crops' development and make suitable modifications to the crop protection guidelines. All the insecticides were used in accordance with the technical guidelines that respected good agricultural practices. The areas involved covered tens of hectares, which makes the results even more valid.

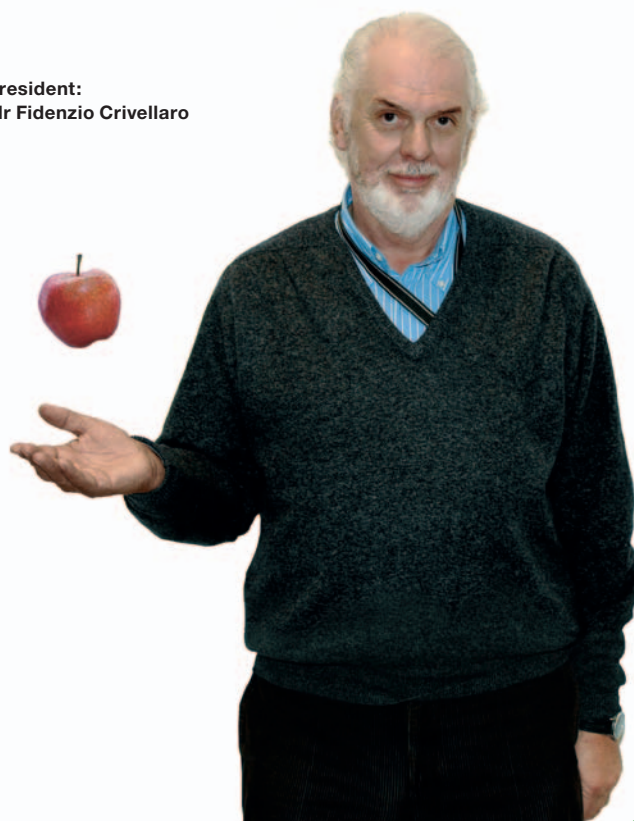


**Stark Delicious cultivation – M. Galli**

## *What was achieved*

The guidelines carried out with the help of Bayer CropScience protected the crops from fungus and pest attacks in an effective way. As OP Nordest officials pointed out, the fruit was of high quality and production losses at harvest were very low. Moreover, the number of treatments was lower than in previous years because the Bayer CropScience products had a longer period of efficacy.

**President:  
Mr Fidenzio Crivellaro**



**Selection and calibration  
phase – R. Angelini**



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.

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