



Fulfilling buyers' requirements and strengthening long-term relationships



The Mexican
Melon Production Project



Bayer CropScience

How it all began

Starr Produce/Red Star, an agriculture company founded in the 1940s in Texas, has been operating in Mexico since the mid-1950s and is nowadays based in the western state of Colima. This is an area where agriculture is one of the main activities and a range of crops, mainly fruit, vegetables and cereals, are produced.

The company specialises in the production of honeydew melons, as well as operating smaller watermelon and papaya plantations.



The crops are destined for both local consumption and export, mainly to the USA. For this reason, the crops are not only expected to deliver excellent yields, but also offer the best possible quality in order to ensure compliance with customers' expectations. Buyers also demand strict guarantees regarding food safety, including requirements such as safety assurance and compliance with agrochemical residue limits,

What we aim to achieve

- Achieve common objectives in a win-win relationship: jointly creating and applying a model for sustainable crop production and providing Starr Produce/Red Star integral crop solutions based on the Bayer CropScience product portfolio
- Apply innovative products with sound technical and professional support
- Ensure Starr Produce/Red Star access to certification schemes and seals (Mexico Supreme Quality – Mexican GAP, etc.)
- Support and strengthen certification procedures with US and Mexican buyers in order to generate confidence in commercially volatile circumstances
- Improve GAP standards by means of Bayer CropScience products (efficacy, doses, safety intervals)

as well as adherence to Good Agricultural Practice and Good Manufacturing Practice. Buyers also consider quality standard certificates to be crucial in gaining the confidence of consumers. Starr Produce/Red Star was therefore looking for the right means, resources and support to optimise its processes and comply with these demands.

This was the background to the Food Chain Agreement 2009 Bayer CropScience signed with Starr Produce/Red Star. The aim of this agreement was to provide Starr Produce/Red Star with the tools and support required to comply fully with buyers' requirements as well as the relevant legislation in Mexico and the importing countries.





Who is involved

Starr Produce/Red Star: An agricultural company committed to the production of top-quality melons, watermelons and papayas for the benefit of buyers and consumers, Starr Produce/Red Star has the clear objectives of maintaining and improving on those standards, wherever possible, and of maintaining brand prestige and generating ongoing long-term benefits for the company and all its stakeholders.

Bayer CropScience: A prestigious company at the forefront of innovation, Bayer CropScience offers its customers and associates technology-based products authorised for use on crops destined for both local and export markets. These products are suitable for integration into production methods that comply with current demands whilst respecting consumer protection requirements in terms of safety and authorised residue limits.

Expected benefits



Although Starr Produce/Red Star already complies with high standards in terms of infrastructure, processes and production of melons, watermelons and papayas, there is always potential for improvement. To this end, Bayer

CropScience will provide full support and collaboration and, at the same time, offer information, training and quality products resulting from its own innovation strategy and suitable for inclusion in the strictest crop protection management programmes.

The project will make Bayer CropScience the leading supplier of products and services to Starr Produce/Red Star – on the basis of a support programme established in the Food Chain Agreement. The project is also expected to add to Bayer CropScience's reputation as a company that supports sustainable agriculture through the use of state-of-the-art technology in agricultural production.

The inclusion of Bayer CropScience products in Starr Produce/Red Star's sprinkling programmes will ensure compliance with the quality standards demanded by domestic and foreign consumers. This involves, among other things, fulfilling safety requirements regarding the correct use of agrochemicals, an issue of growing concern along the entire food chain.

Besides such benefits for buyers and consumers, both parties expect the project to further strengthen their existing relationship – with tangible mutual benefits.

Tangible benefits

for the continuity
of a joint project



Lance Peterson
General Director of Starr Produce



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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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