



# Creating a grower-to-grocer sustainability trail



The US Tomato Project



Bayer CropScience

## The challenge

Consumers are becoming increasingly concerned about the environmental and social impact of the production of goods which they purchase, including food. At the same time, grocery retailers are under increasing scrutiny from corporate shareholders who are concerned about the “triple bottom line” which addresses the science-based sustainability concepts of “people, planet, prosperity.” To address the desires of both their customers and investors, many grocery retailers are implementing new sustainability initiatives.

Fresh-produce farms have proudly been in families for generations because growers have always been passionate about stewardship of their land. So when confronted with the “new” topic of sustainability, growers were unsure about what it meant and its implications for the future. Some growers fear yet more burdensome regulation, while others see an opportunity to proactively enhance their competitiveness in the marketplace.

## The opportunity

In 2009, when Walmart, Inc. published fifteen supplier sustainability evaluation questions in the areas of Energy & Climate, Material Efficiency, Natural Resources, and People & Community, Bayer CropScience recognized an opportunity to help growers and food chain partners meet these new criteria.

Creating a Food Chain Partnership with the produce industry to meet the sustainability needs of the world’s largest retailer was a perfect extension of Bayer CropScience’s commitment to sustainability. It dovetailed perfectly with Bayer CropScience’s endowment of more than \$1 million to establish the Center for Global Produce Sustainability within the United Fresh Produce Association. An objective of the center is to develop tools for growers to assess and continually enhance their sustainability.



## The next steps

Based on the successful pilot project, C.H. Robinson and FoodLogiQ were selected by the Western Growers' Association from dozens of candidates as one of two recommended vendors for traceability, safety, and sustainability solutions. With this important endorsement, C.H. Robinson and FoodLogiQ began rolling the solution out to Western Growers members as well as other C.H. Robinson preferred growers.

The United Fresh Center for Global Produce Sustainability and Bayer CropScience are also promoting the tool to a broader and very receptive audience in the produce industry. All participants in this project are convinced that more significant opportunities to enhance the sustainability of the entire supply chain will emerge as this project grows and evolves.

## Bayer CropScience and Food Chain Partnerships

Bayer CropScience is passionately committed to sustainable agricultural principles. Innovative Bayer CropScience products contribute directly to enhanced sustainability by increasing the yield and quality of agricultural products while helping to minimize environmental impact.

Bayer CropScience products and Food Chain Partnerships help provide global consumers with high-quality fresh produce all year round, the basis for healthy diet. As consumers increasingly consider the origin and sustainable production of food products as a component of 'quality', Bayer CropScience Food Chain Partnerships are also helping the entire food industry meet these new quality demands.

Such collaborations are most successful when every player in the food chain is involved – from the farmer and processor to the exporter/importer and retailer. Bayer CropScience has the global experience and cutting-edge expertise to create a successful partnership at every level.



From left to right:  
Randy Clanton Jr.  
Hollis Clanton  
Randy Clanton Sr., holding Rhett Clanton  
Sam Clanton

## The strategy

Many different entities play a key role in the fresh produce chain between growers and grocers. To demonstrate sustainability of the entire food chain, Bayer CropScience initiated a collaboration with C.H. Robinson Worldwide, Inc., one of the largest distributors of fresh produce in the United States and a fresh supplier to Walmart stores.

C.H. Robinson embraced the opportunity to add further value to its growers. One of C.H. Robinson's legacy growers, Clanton Farms, was chosen as the site for a pilot project. Fourth-generation Clanton Farms produces high-quality fresh tomatoes and greens in Hermitage, Arkansas.

With all the value chain representatives in place, Bayer CropScience partnered with FoodLogiQ LLC, a leading provider of traceability services to food chain enterprises, to create a "Sustainability Traceability Module" compatible with FoodLogiQ's existing produce traceability and safety solutions.

## The pilot project

The Sustainability Traceability Module was implemented at Clanton Farms during the greens and tomato growing season from March through August, 2010. Clanton Farms was already collecting sustainability-related data, including agricultural input consumption, as part of GlobalGAP compliance, so no new data entry was required.

Based on these data, the Sustainability Traceability Module generated a customized "Clanton Farms Sustainability Report" which helped Clanton Farms and C.H. Robinson address the sustainability questions of their customers.





## The result

The pilot project was deemed a success by all participants.

C.H. Robinson provided management resources at Clanton Farms to ensure the project's success. Director of Produce Procurement, J.D. Grubb, remarked that "the sustainability traceability function allows C.H. Robinson to provide yet another component to our value-added approach to our growers and customers."

Clanton Farms was pleased to participate as a legacy grower for C.H. Robinson. In addition, sufficient operating cost savings were identified in the pilot project to pay for ongoing system costs.

Brian Hrudka, Bayer CropScience Food Chain Manager, was delighted with the outcome. "Bayer CropScience Food Chain Partnership was the catalyst in this project. We brought the parties together and jointly confirmed the initiative's value propositions. We are looking forward to expanding this co-operation, driven by its inherent sustainability value potential."



left:  
**Brian Hrudka**  
Food Chain Manager  
of Bayer CropScience

right:  
**Doug Miller**  
Director of Supply Chain Development  
of C.H. Robinson Worldwide



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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