



Science For A Better Life

# Collaborating for fewer losses and more lettuce produced



food chain partnership



The Turkish Lettuce Project



## How it all started

Iceberg lettuce is grown on around 3,000 hectares of small-scale and large farms throughout Turkey. With production going on all year round, iceberg lettuce is constantly being harvested to meet demand in the domestic market and in export markets such as Russia, Georgia, and the Middle East.

Since these Turkish farmers face strict requirements from their domestic and export customers in terms of food safety, residues, and legislation requirements, they are continuously working towards high-quality produce and compliance with local and European legislation (e.g., residues control, use of registered crop protection products, etc.).

The collaboration between Bayer CropScience and Fersan started in 2012 to implement a Food Chain Partnership project based on the expectations of Fersan's customers – multinational franchising companies – for high quality and reduced residues in lettuce crops.

## What we aimed to achieve

The aim of this Food Chain Partnership has been to deliver high-quality and safe produce as well as improved yields for the farmers through a close alliance between Fersan, Bayer CropScience, and the lettuce growers. Ensuring disease-free crops and avoiding any MRL exceedance or legal issues are also important goals.





## Who is involved

**Fersan Fermantasyon Ürünleri San Tic. A.Ş.** was founded in 1978, and started off by making vinegar and later included gherkins in their production portfolio. In 2000, Fersan launched a ready-to-eat fresh vegetables product line under the Fersan/Ferfresh brand name, which today includes iceberg lettuce. Fersan/Ferfresh products are supplied to clients such as restaurants, who naturally insist on the highest-possible quality standards.

More than **50 growers** located in Izmir, Aydın, Muğla, Antalya, Ankara, and Mersin supply iceberg lettuce to three traders who in turn sell the produce to Fersan.

For the past year, **Bayer CropScience Turkey** has been working with Fersan under the umbrella of the Food Chain Partnership in order to provide technical services and specialists for joint training programs, demo trials, and marketing activities to meet the expectation of multinational franchising companies.





## The integrated solution

Bayer CropScience and Fersan started this Food Chain Partnership project by organizing a demonstration trial in the lettuce-growing area. The customized crop protection program covering chemical and biological products comprised Previcur Energy® and Serenade® to tackle root disease, Infinito® and Antracol® to control downy mildew, and Movento® to combat aphids. Root disease and aphids are the main threats in lettuce production, negatively affecting quality and yield performance.

The integrated offer was not limited to crop protection products; it also included high value-added services aimed at sustainable production of lettuce. For this reason, Bayer CropScience provided a

training program for Fersan agronomists and their contracted farmers, as well as stewardship activities and field support. The training measures were organized for farmers at three locations and the sustainable farming practices implemented in the fields of stewardship, technical service, marketability, training, quality, and crop safety. Residue analyses were also carried out to demonstrate the required compliance.



## What we achieved

The success of this Food Chain Partnership project so far has been due to the comprehensive nature of the integrated crop solution offered. Bayer CropScience supported the implementation of an integrated crop management approach that has been appreciated by all parties. The joint training measures, program of information on application techniques, and the technical support provided in agronomic practices and the handling of crop protection products also contributed to the success of the project. And needless to say, the excellent cooperation and efficient communication between all the partners were also key factors in achieving these excellent results.

Both international and local retailers have been very satisfied with the outcome of the project. The Food Chain Partnership has created added value for the Fersan brand because of the reliability, healthy nature, and unique quality of the lettuce supplied.

## Next steps

This Food Chain Partnership is being continued and will be extended to include other crops and partners. As Fersan's operations expand in Turkey, this Food Chain Partnership will strengthen its position in the market.



**left:**  
**Mustafa Dere**  
**Marmara Regional Manager**  
**of Bayer CropScience Turkey**

**right:**  
**Tahsin Dumlu**  
**Supply Chain Manager of Fersan**

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. Bayer CropScience has the global experience and cutting-edge expertise to create a successful partnership at every level.



**Bayer CropScience**

For more information contact:

**Bayer Türk Kimya Sanayi LTD.ŞTI**  
**Balkan Caddesi No 53**  
**34770 Umraniye/Istanbul**  
**Turkey**

**Phone: +90 216 528 3600**  
**Fax: +90 216 528 3868**  
**Mobile: +90 533 283 1324**  
**Email: mustafa.dere@bayer.com**

**Bayer CropScience AG**  
**Food Chain Management**  
**Alfred-Nobel-Str. 50**  
**40789 Monheim**  
**Germany**

**Phone: +49 2173 38 4828**  
**Fax: +49 2173 38 3383**  
**Email: foodchainpartnership@bayer.com**  
**Internet: www.foodchainpartnership.com**



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**FERSAN A.Ş.**  
**Izmir Caddesi No 17**  
**Kemalpaşa/Izmir**

**Phone: +90 232 878 13 58**  
**Fax: +90 232 878 18 45**  
**Email: info@fersan.com.tr**