



Science For A Better Life

Creating **added value**
across the **grape**
production chain



food chain partnership



How it all started

Brazil is a major producer of fresh fruit, with grape production on a total area of 80,000 hectares and an average production of 700,000 tons per year. Vale do Rio São Francisco, between the states of Bahia and Pernambuco in the northeastern region of the country, is the grape production region where most technology is used and approx. 36,000 people are employed on a total cultivated area of 12,000 hectares. The main varieties grown are Italia, Thompson, and Crimson. Some 60% of the total volume produced is destined for export, making grapes, in Brazil, the third most exported fruit.

As average incomes in Brazil rise, the domestic market is becoming more and more attractive for grape producers, who nevertheless face certain difficulties, such as the low degree of standardization of fruits and little access to end consumers. In order to provide products and services and add value to all the links in the production chain, the Food Chain Partnership program "More Quality" was set up in 2007, with the aim of increasing the quality of the fruits produced through differentiated technical assistance, quality monitoring, relevant economic information to assist producers in management matters, technical training measures, and actions to promote sales of fruit to end consumers.

What we aimed to achieve

With this Food Chain Partnership project, Bayer CropScience is supporting Nova Aliança in raising the quality standards of the grapes destined for the domestic market.

Who is involved

Agricultural Cooperative Nova Aliança, which was founded in 2005 and is headquartered in Petrolina, in Pernambuco State, owns ten cooperative farms with a total production area of 1,900 hectares of grapes and 210 hectares of mango. These farms employ 1,500 people and have an annual production of 5,400 tons of grapes, of which 40% are destined for the domestic market.

Bayer CropScience Brazil has always been very close to the producers thanks to its technical team and distributors, offering innovative solutions for crops. Through the Food Chain Partnership and its More Quality program, Bayer CropScience Brazil started to offer important tools to assist the producers in the constant search for production excellence and sustainability in business for domestic but also export markets.

left:
Nelson Petrerossi
Market Development Agronomist
at Bayer CropScience Brazil

right:
Edis Ken Matsumoto
Administrative Director at Nova Aliança



The integrated solution

Bayer CropScience's portfolio for tackling the main diseases, pests, and weeds occurring in grapes is excellent. The portfolio offers effective and innovative protection for the crop, suitable management practices, and harvesting of healthier, higher-quality fruits. Bayer CropScience has a team of agronomists exclusively dedicated to the cultivation of grapes and help Nova Aliança's producers to get the best results from their vineyards. By offering a specific technological package to meet the needs of the crop and differentiated technical assistance, Bayer aims to achieve more effective control of the pests and diseases that compromise grape production through market-leading products, such as Aliette®, Censor®, Folicur®, Mythos®, Provado®, Premier®, Finale®, and Ethrel 720®.

Important training has been made available to all those involved in the Food Chain Partnership project. The training measures cover, for example, application technology for crop protection products, the correct and safe use of agrochemicals, first aid, packaging of fresh fruits to achieve standardization, improved marketing of the fruit, as well as knowledge of agrochemical residues on grapes with the aim of achieving low MRLs. Additionally, Bayer's market newsletters supply Nova Aliança with business-relevant information about other producing regions, an overview of the main markets, and a history and analysis of prices on the fruit market.

At harvest time, the fruits are monitored by an agent appointed by the program, who makes important analyses, such as Brix measurements (soluble solid content), and determines how healthy the fruit is. Only if grapes meet the requirements of the program will they receive the seal of *Mais Qualidade* (More Quality) that positions the producers' grapes as outstanding in the market. That is why the sealed grapes are accompanied by special marketing activities to consolidate their position in the market, e.g., through tastings conducted in retail stores.

What we achieved

The project has brought significant results in the Vale do Rio São Francisco region:

- 14 participant farms participating and cultivating, in all, 1,900 hectares of grapes
- 350 people trained in application technology for crop protection products
- 92 people trained in first aid measures
- 35 people trained in agrochemical residues in fresh fruits
- 85,000 boxes of grapes monitored by the program
- 40 fruit-tasting measures, with 3,500 consumers approached

The participant producers are happy with the benefits provided by the Food Chain Partnership project since it helps them produce "More Quality" grapes and improves access to end consumers.

Next steps

Besides consolidating the program in this particular region, more producers will be enrolled and the program extended to include new farms.



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

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