



Science For A Better Life

Joining forces  
for more **quality**  
and **food safety**



food chain partnership



The Brazilian Table Grape Project



## How it all started

Grapes are cultivated in various Brazilian states, with the most important grape-growing regions being in the south, south-east, and northeast of the country. Although the south of Brazil is the country's largest grape-growing area, it is worth pointing out that the grapes grown in that area are mainly wine grapes, while in the southeast and northeast regions table grapes are more important. Grape growing in the northeast of Brazil is concentrated mainly in the São Francisco River Valley, the Pernambuco area, and Bahia State. Favored by good natural resources and public and private investments in irrigation projects, this region has had a significant expansion in the cultivated acreage and harvested crop of grapes. Viticulture is of great economic and social importance for this region.

Since UNIVEG signed a global agreement with Bayer CropScience in 2012, several Food Chain Partnership projects have been implemented around the world to ensure the sustainable production of high-quality fruits and vegetables. In order to further improve the quality of its Brazilian table grapes, UNIVEG decided to join forces with Bayer CropScience in the Pernambuco area. UNIVEG owns 156 hectares of grape-growing acreage in Petrolina, where several varieties of grape are grown.

## What we aimed to achieve

Together with UNIVEG, the Bayer CropScience team is striving to increase the quality and safety of table grapes grown in Petrolina while simultaneously ensuring sustainable production – which is one of UNIVEG's global goals.





## Who is involved

**UNIVEG** is a worldwide supplier of fresh produce operating in the fields of fruit and vegetables, flowers and plants, convenience products, as well as transport and logistics. With operations across six continents, UNIVEG serves a global customer base in 26 countries.

In addition to its own production facilities UNIVEG collaborates with **partner farms** on 70 hectares that grow fruit under the guidance of UNIVEG technical staff.

**Bayer CropScience Brazil** has always been very close to farmers through its technical staff and distributors, offering innovative solutions for crops. In addition, Bayer provides important tools to help farmers in their constant search for excellence in production and in achieving sustainability in business through an approach named the More Quality program.



## The integrated solution

By offering customized technical assistance, differentiated training, and an innovative technological package adapted to the needs of the crop and the region, the Food Chain Partnership project has started to improve quality in the production of grapes. Since Bayer CropScience is one of the leading suppliers of crop protection products for table grapes, a complete portfolio to control the major diseases, pests, and weeds that attack grapes is available.

A team of highly experienced Bayer agronomists specialized in table grapes and in training was selected to support farmers working on this project. A specific technological package to meet the needs of the crop and differentiated technical assistance were offered to achieve more effective control of the pests and diseases that have a negative impact on the production of table grapes.

Moreover, an efficient spray plan of crop protection products was developed. Key innovative products such as Aliette®, Censor®, Folicur®, Mythos®, Provado®, Premier®, Finale®, and Ethrel 720® have been applied.

Relevant training was offered to all farmers involved in the production process, e.g., on topics such as the correct and safe use of agrochemicals, first aid, and packaging of fresh fruits to standardize and improve the way the fruits are being commercialized. Also, training on resistance and residue management was given. Furthermore, farmers received newsletters with economic information on other grape-growing areas, the main cities where grapes are sold, and the history and analysis of selling prices for grapes.

Once the grapes have been harvested, they are monitored by an expert from the program who conducts important analyses such as Brix measurements (soluble solid content) and grape health levels. The grapes are awarded the More Quality seal of approval if they meet the requirements, established and well defined by the Bayer program. Grapes bearing this seal of approval enjoy special marketing initiatives geared to the relevant markets and end consumers via tastings conducted in retail stores.





## What we achieved

During 2013, farmers were trained in best practices and the proper and safe use of agrochemicals in order to meet the MRLs and requirements of the target market. Furthermore, classification processes and fruit packaging have also been improved through training courses in order to create added value in the domestic market. Bayer carried out monthly visits to UNIVEG's grape-growing areas to provide the farmers with technical guidance and monitor production of the grapes. All the initiatives resulted in improvements in the quality of these Brazilian table grapes and compliance with both the domestic and target market's requirements.

## Next steps

As this Food Chain Partnership project concludes its first successful year, there are high expectations of continuing the good results in years to come and deepening the relationship with UNIVEG.



**left:**  
**Elaine Delgado**  
Sustainable Development Coordinator  
of Bayer CropScience Brazil

**right:**  
**Yapomira Lustosa Pires de Sa**  
Production Manager  
of UNIVEG - Expofruit Brazil

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 CropScience Brazil  
Food Chain Management  
Domingos Jorge, 1100  
São Paulo - 04761-000  
Brazil**

**Phone: +55 11 569 4 7471  
Fax: +55 11 569 4 7284**

**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](mailto:foodchainpartnership@bayer.com)  
Internet: [www.foodchainpartnership.com](http://www.foodchainpartnership.com)**



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**UNIVeG Headquarters  
Strijbroek 10  
2860 Sint-Katelijne-Waver  
Belgium**

**Phone: +32 1532 4200  
Fax: +32 1532 4201  
Email: [info@univeg.com](mailto:info@univeg.com)**