



Science For A Better Life

# Fruitful cooperation for sustainable production



food chain partnership



## How it all started

The 4<sup>th</sup> International Blackcurrant Conference in Białowieża, Poland, in 2014 triggered this Food Chain Partnership project. Bayer was the main sponsor of this Conference, and since January 2015 it has also been supporting the National Blackcurrant Growers' Association of Poland (KSPCP) as well as partnering the International Blackcurrant Association (IBA). As the leading blackcurrant growers' organization in Poland, KSPCP is the key partner for Bayer and all the largest fruit processors and exporters.

## What we aimed to achieve

The three goals of this project are to increase the number of farmers participating in sustainable blackcurrant production, to improve production quality by implementing the latest products and services from Bayer, and to cooperate in enhancing the image of blackcurrants as a pro-health fruit.



## Who is involved

**54 blackcurrant growers**, all KSPCP members and responsible for around 3,500 ha of blackcurrant fields, were involved in the project in 2015. They were motivated by the desire to implement new and sustainable solutions in crop protection. Bayer was able to meet their requirements with a full package of solutions for blackcurrants, including new crop protection

products, advanced advisory services, and training and support for the growers. Bayer also introduced the Kometa loyalty program for growers and developed sustainable crop protection solutions, which also utilized data from meteorological stations situated on selected plantations.



## The integrated crop solution

Bayer developed new pest control solutions, especially for aphids and mites, where currently only a limited number of products are available. Another key issue for blackcurrant growers is gray mold control, where improvements are required, particularly after blossom and before harvest. Bayer's aim has been to increase the number of applications of selective solutions at the expense of non-selective products like pyrethroids.

For pest control Bayer tested Envidor, which was registered in 2015, and the new broad-spectrum pesticide Movento®, which will be registered in 2016 for controlling aphids, midges and mites. For disease control, Bayer tested Zato 50 WG and two fungicides: Luna® Sensation 500 SC, a new broad-spectrum product, and Serenade ASO, the company's first biological product for gray mold control. Demo trials comparing the latest Bayer solutions with current market standards were

conducted in the Lublin Region where most of the blackcurrant farms are located. Registration and demo trials for blackcurrants were carried out in close cooperation with Polish scientists from the University of Life Sciences in Lublin and the Institute of Horticulture in Skierniewice. The overall pest control package was supplemented by pheromone and sticky traps as well as a new gray mold monitoring model based on data from meteorological stations. The tests carried out on this new model in 2015 brought good results, and there are plans to increase the number of meteorological stations in the next few years.

During 2015 several countrywide meetings were organized and the blackcurrant growers were invited to local field training sessions in the spring. Here again, Bayer enjoyed the support of scientists from the above-mentioned university and institute. Last but not least, a Blackcurrant Demo Day was organized in June 2015 for all the growers participating in this project. The results of the project were quantified by yield checks and residue tests for each participating farm.



## What we achieved

The sustainable solutions implemented on the blackcurrant demo farm delivered a yield increase of around 20% over standard commercial technology. The key factors that contributed to the success of the project in 2015 were the unique sustainable solutions Bayer provided, an intensive dialog and regular exchange of information between all those involved in the project, a number of formal meetings, and the demo trials.

The key benefits for KSPCP have been the access growers have enjoyed to the latest sustainable crop protection solutions and the close cooperation with Bayer advisors. Bayer for its part has enjoyed a most fruitful collaboration with a leading farmers' organization, was able to put new products to a practical test in leading farms, and has also seen an increase in sales.

## Next steps

KSPCP is interested in implementing integrated crop solutions featuring Bayer's innovative new products Luna<sup>®</sup> Sensation 500 SC and Serenade ASO<sup>®</sup>, and in sharing the know-how gained with growers. Furthermore, the aim is to further reduce MRL levels in fruit delivered to various markets through the use of decision support tools, to cooperate more closely with fruit processors and exporters, and to extend the project to include other berries.



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**Dr Mirosław Korzeniowski**  
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**right:**  
**Dr Piotr Baryła**  
Vice President of KSPCP  
National Blackcurrant  
Growers Association of  
Poland (KSPCP)

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.



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