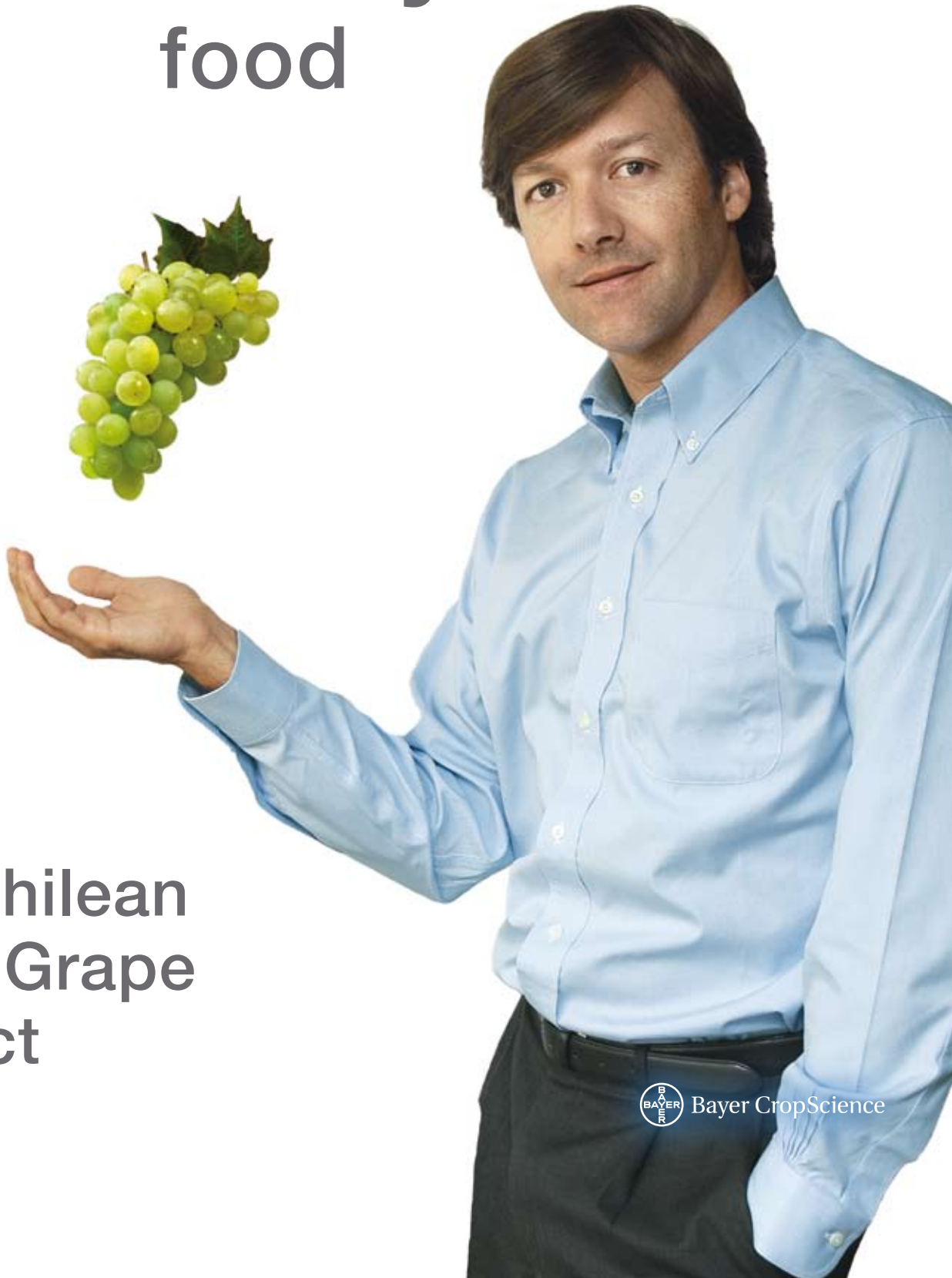




Working together for **healthy** food



The Chilean
Table Grape
Project



Bayer CropScience

Boosting confidence in the food chain



How it started

Chile, a South American country, is the southern hemisphere's biggest exporter of table grapes. The principal markets demand healthy, high-quality table grapes, which are a key crop for Chile's export business to Europe. Nowadays, both the authorities and private business set high standards, and this means strict requirements for producers and exporters. Supermarkets and consumers have a right to expect high-quality and safe food products. Consequently, the best way of achieving these objectives is through a strong coordinated alliance between all those involved – from the producer to the final consumer, i.e. exporters, wholesalers, supermarkets and manufacturers of crop protection products.

Who was involved in the project

Producer/exporter: Bauzá Export is one of the most important producers in Chile, exporting around a million boxes of grapes every year. The grapes Bauzá exports are classified as premium grapes in the USA, Europe, China, Thailand and the Philippines, for example. In recent years, Bauzá Export has diversified into cherries, plums, avocados, walnuts and other kinds of fruit.

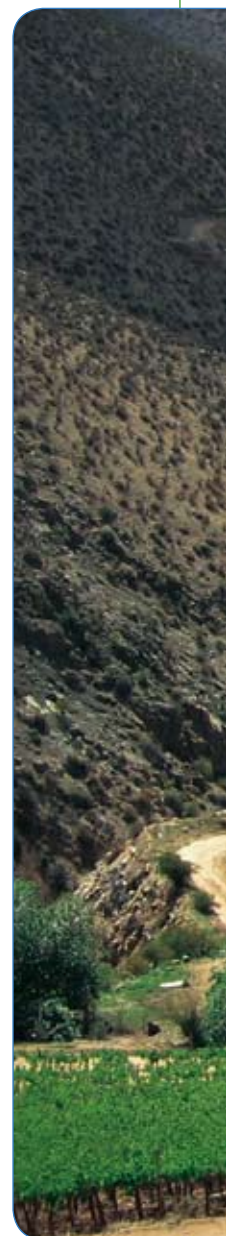
As a producer, Bauzá requires a crop protection programme for high-quality grapes that meet the demanding standards of the market and ensure optimum yields. As an exporter, Bauzá needs to cultivate close relationships with individual traders to ensure a reliable long-term supply that will enable Bauzá to meet its business commitments. Bauzá is a Tesco Nature's Choice (TNC) accredited farm and has invested a lot in achieving the goal of producing and selling first-class grapes. As Bauzá's owners and managers point out, they need a partnership with a first-class agrochemical company in order to obtain the best possible crop solutions for the everyday pest and disease problems that they face. For Bauzá Export, Bayer CropScience is of particular interest because of the company's global Food Chain Partnership. Bauzá Export understood the seriousness of the residue situation in fruit, and was confident that the advice from and monitoring carried out by Bayer CropScience would

enable them to avoid excessive residue levels, which would inevitably harm Bauzá's reputation and endanger sales of their grapes.

Fruit importer: A. Gomez Ltd. has been supplying the UK market with produce for more than 60 years. Gomez not only buys fruit in Latin America but also in other countries of Europe. In the case of Chilean table grapes, Gomez purchases grapes from Bauzá Export to supply Tesco, the UK's leading supermarket chain.

Supermarket: A supermarket chain like Tesco must meet consumer expectations with regard to the overall quality and safety of the grapes it purchases, and for this it requires traceability through the whole process and internationally recognised certifications.

Bayer CropScience Chile: Bayer wants to provide sustainable integral solutions that add value to the marketing of Chilean grapes on consumer markets.





What we wanted to achieve

Our objective was the production of high-quality table grapes, involving the implementation of a crop protection programme that optimises the use of crop protection products in accordance with the established principles of integrated crop management and integrated pest and disease management.

Agrícola Bauzá, Choapa Valley, IV Region, Chile



The confidence-building solution

The project developed through identifying the needs and interests of all the parties involved. Constant communication was fundamental for establishing the best possible operating networks. One of the objectives was to develop a crop protection programme under the heading of integrated crop management (ICM), which was focused on achieving the best solutions for the main table grape problems in Chile. Together with Bauzá, Bayer CropScience technicians periodically inspected the crop throughout the growing season, providing support and supervision for the application of crop protection products.

The implementation by Bayer CropScience of an agronomic monitoring service (AMS) for the main health problems that vines face

in Chile made it possible to determine population dynamics and the most appropriate mitigation or control tools for the grape mealybug and red spider mite pests and the powdery mildew, botrytis and sour rot diseases. This optimised the use of crop protection products; only the treatments that were strictly necessary were applied at the most appropriate times, so that maximum efficacy on the pests and/or diseases could be achieved whilst ensuring the least possible impact on beneficial fauna and lower amounts of residues at harvesting.

Bauzá undertook to inform Bayer CropScience and the Gomez about the results of the residue analyses required for Global GAP standards and carried out in accredited laboratories. Very relevant, reliable and useful information was obtained in this way.



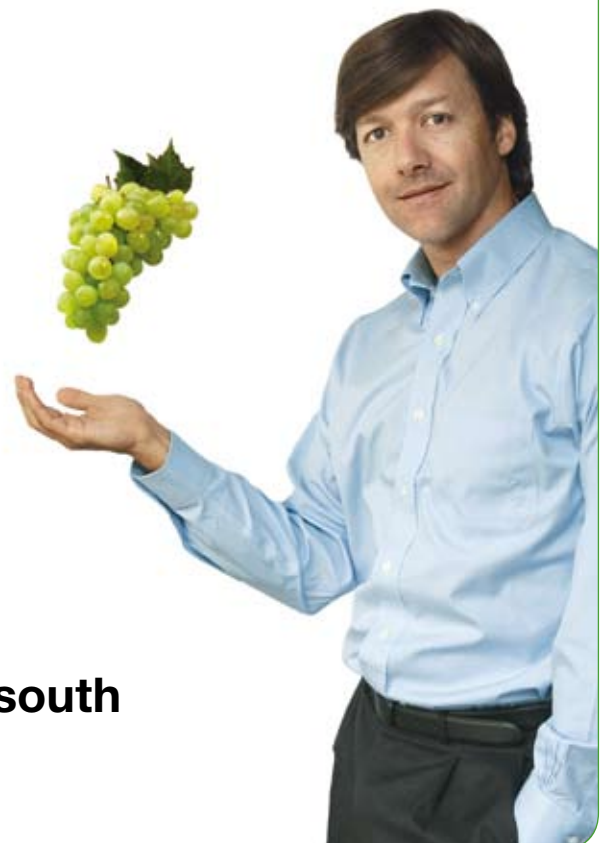


What was achieved

Although the project is still at an intermediate stage, Bauzá Export is extremely satisfied with the role played by Bayer CropScience and the relationships built up at a supplier and retailer level. Bauzá sees clear benefits for every partner in the food chain resulting from the high quality of the grapes and the good residue management. The whole project is proceeding well, and given all the different controls that have been implemented, Bauzá regards the possibility of failure as minimal.

Both Gomez and Tesco are aware of the positive impact of this Chilean project. It enables them to buy fruit of high quality, and they feel confident that the excellent interaction between Bauzá and Bayer CropScience has made good crop management possible.

Bayer CropScience has thus been recognised as a leading provider of innovative solutions, with a special concern for sustainable development, strengthening market interrelations by meeting international safety standards and generating added value for every player in the food chain.



**Food Chain Partnership in Chile
– fresh air from the south**



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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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