



An **exceptional**
collaboration with
Mexico Calidad
Suprema



Working together to
strengthen the
competitiveness of
Mexican agriculture



Bayer CropScience

The challenge of satisfying consumers' expectations

How it all began

The increase in alerts in the public media on the contamination of foodstuffs by microbial agents and frequent campaigns against agrochemical residues have made consumers sceptical about foodstuff safety, especially in countries such as the USA and Europe. As from now, this situation is set to occur in the rest of the world, including Mexico and the rest of Latin America.

In Mexico, the level of exports of fresh products has increased and, as a result, the subject of food safety is becoming more and more important for supermarkets and end consumers, who are being more careful with the fruit and vegetables they consume and, more particularly, with how they are being produced and whether they comply with food safety requirements. This has meant that the final links of the food chain (supermarkets and restaurants, etc.) are having to deal with this type of requirement, which they pass on to their suppliers (importers and brokers, etc.), who, in turn, reach the start of the food chain, i.e. farmers.

The end result is that export farmers and those who produce high-quality products for the domestic market are being put under more and more pressure to comply with a wide variety of national and international requirements (maximum residue limits, harvest safety intervals, integrated crop/pest management and traceability), which often turn into barriers for the export of fresh fruit and vegetables. Accordingly, private and governmental certification systems have come a long way in meeting these requirements, but at Bayer CropScience, we believe that it should be the result of efforts made by every player involved in the food chain. In conjunction with one of the main certification bodies, i.e. Mexico Calidad Suprema, we want to achieve this!





The collaboration builds solutions

The current partnership programme under way between Bayer CropScience and the Mexico Calidad Suprema certification system aims to strengthen the competitiveness of farmers who produce fruit and vegetables in Mexico. Mexico Calidad Suprema is a civil association made up of farmers, packagers and their organisations and its purpose is to lend farmers support through training, consultancy services and the coordination of the GLOBALGAP certificate and their national and international promotion and dissemination through the official Mexico Calidad Suprema brand.

The “Food Chain Toolbox” programme makes it possible for farmers to receive training, guidance and supervision throughout the crop growing cycle. The “Toolbox” offers farmers two training modules recognised by Mexico Calidad Suprema GAP as elements that are important for obtaining the Mexico GAP certificate:

1) BAYGAP TOOL. This is a training programme provided by Bayer CropScience to agricultural exporters who wish to obtain the Mexico GAP certificate and focuses mainly on good agricultural farming practices (safe use of crop protection products, equipment calibration and product storage and transport, etc.) and integrated pest management.

2) REG PRIME-ONLINE. This is an online access to a portal with privileged information about the safekeeping of products for global crop protection.



Actions completed and in progress

As part of an initial stage, training on the issues included in the “Food Chain Toolbox” has been given to vegetable producers using the high-technology greenhouse system and technified farming companies, one of mixed production (open field and shade mesh), all exporters and users of Bayer CropScience crop protection products as part of their sprinkling programmes and interested in the Mexico Calidad Suprema certification, as well as the technical assistance of our representatives. The training has focused on good agricultural practices and is also an important part of the requirements to be met in accordance with consumers’ demands.

The actions that are to be taken in the short term in collaboration with Mexico Calidad Suprema include training for their own team of consultants and Bayer CropScience’s direct participation in the training of the large national technical group and continued support for training and services for farmers who start or have started the certification process. This will be coordinated with other certification bodies related to Mexico Calidad Suprema and involved in the processes.

What we aim to achieve

Our aim is to become the farmers' priority partner to help them produce quality fruit and vegetables for exports and for the domestic market in order to satisfy the demand of consumers.

We also want to be solution provider that meet the highest requirements of certification bodies such as Mexico Calidad Suprema GAP by combining our experience with the know-how of farmers, packagers, processors and supermarkets.





Who is involved

Farmers: At the present time, it is very important for export farmers and those who produce high-quality products for the domestic market to have quality standards that guarantee the safety of their products and the traceability of their processes. As a result, those farmers who seek to certify their products and processes will have an advantage in their markets.

Processors: Vegetable processors in Mexico are taking more and more notice of consumers' expectations (taking care with waste limits and authorised products, etc.), adopting the standards for good agricultural practices they want to pass on to their farmers – suppliers to guarantee a process that is both responsible and safe for their consumers.

Supermarkets: At the present time, national and international supermarkets are requiring high-quality fruit and vegetables from their suppliers. They also have advertising campaigns to emphasise the importance of food safety and recognise products whose processes are certified.

Bayer CropScience Mexico: For us, it is essential to develop sustainable crop production models based on our crop protection products and services to support national and international certification systems and farmers. The cooperation targets especially farmers who are looking for and obtaining quality certificates, such as Mexico Calidad Suprema, which distinguish their produce, position their brands and achieve a greater consumer preference. To achieve this target, we have developed a working model called "Food Chain Toolbox".



Expected benefits

The successful food chain partnership programme that helps farmers to differentiate their produce on the market!

- The implementation of solutions that are tailored for local needs and comply with certification standards, based on our wide range of crop protection products and services
- The sustainable crop solutions enable a wide variety of high-quality crops such as fruits and vegetables at competitive prices all year round
- The generation of value added for all our partners on the food value chain



Lizeth Quintero Posadas
Director of
Mexico Calidad Suprema



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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