Improving Competitiveness and Reliability for Consumers
What we aimed to achieve

Our main objective is to contribute to the production of high quality fruits and vegetables that meet consumer demand in terms of food safety while respecting sustainability principles. The achievement of such objectives were based on a close collaboration with our partners who are committed and engaged towards sustainable agriculture.

Our Integrated Solutions

Food Chain partnership is a collaborative approach based on integrated crop solutions including seeds, crop protection as well as services. These kind of offers are highly valued by our partners who are oriented towards exports.

Bayer CropScience, offers its expertise and know how to accompany its partners into implementing Best practices that are economically viable and environmentally sustainable. In this framework, Bayer CropScience supports its partners via different measures namely a crop protection strategy adapted to the needs of the growers. The services also include exhaustive pest and beneficial monitoring as well as intensified training on application technology (sprayers’ calibration, anti-drift nozzles;...). One of the key successful factors lies in the close cooperation between Bayer and its partners and the regular follow up and monitoring which is facilitated by the strong presence of Bayer in the different areas of production. The final objective of these projects is the production of high quality fruits in terms of flavour, colour and size... as well as ensuring the safety and health for consumers.
Our Sustainability Contribution

Creating the Conditions for Healthy Nutrition

- Pest and beneficials monitoring
- Optimization of crop protection
- Biological products
- Sprayers’ regulation
- Anti-drift nozzle

Decis trap

Application with drift nozzels

Application with anti-drift nozzels

Bayer Phytobac
What we achieved

- Quality produce at competitive prices
- Complying with the requirements of the European retailers with regards to safe and healthy fruits and vegetables
- Reinforcement of customer loyalty

The achievement of these results is of course highly linked to the commitment of our partners, their professionalism as well as their trust in the added value of our food chain initiatives.
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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