Golden Aroma is a key Bayer CropScience customer in Malaysia, specialising in growing and marketing watermelons for local and foreign markets. An increasing focus on export markets has heightened the demands made on the quality of the produce and necessitated more stringent control of the entire production process.

Malaysia’s Agricultural Ministry has developed a national certification system for farms (SALM) that is designed to promote sustainability and quality in the production processes. Golden Aroma decided to go for SALM accreditation in 2006, to distinguish itself from other exporters and competitors.

What we aimed to achieve

Golden Aroma has been a long-standing customer for a broad range of Bayer CropScience products in Malaysia. In line with the company philosophy, Bayer CropScience strives to position itself as a complete solution provider for customers and stakeholders. The strategy is to provide innovative services that complement the product portfolio.

Golden Aroma’s SALM accreditation efforts offered Bayer CropScience a great chance to deliver genuine value-added services by imparting knowledge about growing techniques, irrigation, fertilisation and integrated crop protection to assist in the certification scheme. The aim was to achieve a better and closer relationship with the customer.

Bayer CropScience: Bayer CropScience provides its partners with high-grade and innovative products to protect crops against pests, diseases and weeds, and to ensure high crop quality. By entering into partnerships in the agronomic and crop consultancy fields to complement its portfolio, Bayer CropScience delivers value-added services to its customers and positions itself as a complete solution provider – as a differentiating factor from the competition.

Who got involved in the project

Golden Aroma: Golden Aroma is involved in the entire watermelon value chain, from growing, harvesting and collecting to processing and exporting, and exports 60% of the 110,000 tonnes of watermelons it produces per year to Singapore, China, Hong Kong and Taiwan. As demands for quality produce increase, it is crucial for Golden Aroma to achieve SALM accreditation and certification.

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The partnership solution

Since Bayer CropScience sees itself as a leading partner in the development and supply of high-quality watermelons for the export markets, the company wanted to cooperate closely with Golden Aroma to help them achieve SALM accreditation. Besides offering them a broad and balanced range of modern crop protection products, Bayer CropScience provided expert advice and technical training through sales and marketing teams in the following areas:

Customised solutions:
Bayer CropScience experts worked with Golden Aroma to develop customised concepts for pest, disease and weed management to meet their specific operational needs and satisfy the SALM requirements.

Correct application:
Bayer CropScience staff provided guidance on application timing, use rates, application techniques as well as resistance management strategies to optimise the use of the company’s crop protection products.

Safety training:
Since the safe and judicious use of Bayer CropScience products is a key priority for the company, customers are trained in the field to ensure that the prescribed crop protection products are used correctly and safely.

What we achieved

- Experts from Bayer CropScience worked as technical advisors on pests and diseases for Golden Aroma.
- They helped Golden Aroma to achieve SALM certification after two years of close cooperation and partnership.
- The outcome was higher yields and a consistent quality of the harvested crop, which thus increased its export value.

Golden Aroma has since expanded its operations to include the production of processed watermelon juice, which is supplied to cafes, resorts, fast-food chains, restaurants and others. This has placed a sharper focus on food-chain quality and enhanced the need to achieve this together with Bayer CropScience.

Bayer CropScience is committed to this long-term partnership with Golden Aroma, and the mutual benefits derived from this partnership are definitely the key driver of Bayer CropScience’s sustainable business.

A closer and more sustainable business relationship based on quality products, value-added services, a mutually beneficial partnership and trust

Wu Boau Chyuan
Crop Manager for vegetables of Bayer Malaysia (left)

Koh Ah Chong
Operations Manager of Golden Aroma (right)
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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