



Working together for sustainable agriculture



food chain partnership



The Food Chain Partnership Business Model

About Food Chain Partnership

Food Chain Partnership is an innovative business model developed by Bayer where growers, traders, processors, and retailers work together on customized agronomic solutions for the benefit of everyone involved – as well as the consumers. Bayer acts as a facilitator to bring together

partners along the food value chain to reach their common goal: the implementation of good agricultural practices and the sustainable production of healthy, high-quality, and affordable food.



Benefits for the entire food value chain

Farmers benefit from the innovative crop protection products and services provided by Bayer, as well as from advice on the optimal use of products and application technology. The outcome is high-quality produce and higher yields. Moreover, farmers enjoy better market access, more secure incomes, and the cost-effective, sustainable use of agrochemicals.

Processors benefit from increased traceability and transparency since they know where their crops come from, can identify weak spots, and systematically enhance production processes. Bayer experts support the production of consistently high-quality crops, which minimizes losses during processing and storage, and maximizes the return on investment.



Sustainable agriculture and customized agronomic solutions

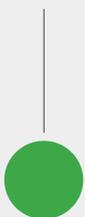
As one of the leading international agricultural input providers, Bayer is committed to supporting sustainable agricultural principles that help farmers combine their economic success with environmental and social responsibility. Bayer offers farmers customized agronomic solutions to grow high-quality crops, providing seeds, chemical and biological crop protection products, services, and stewardship – along with Bayer’s extensive partnership network.



Traders have to consider the specific quality standards of the producer country and the export market. Over the course of a Food Chain Partnership initiative, Bayer applies its country-specific expertise on MRLs and import tolerances to help ensure compliance with these legally binding standards. High-quality crops minimize the risk of default for traders.

Retailers face the challenge of maintaining and increasing consumer confidence. Food Chain Partnership brings retailers significant benefits through consistently high and controlled quality, as well as a constant supply of produce to ensure day-to-day availability. Efficient production methods and fewer losses mean competitive prices.

Consumers want sustainably produced and healthy food at reasonable prices – all year round if possible. They are also increasingly concerned about environmental, social, and economic topics. With Food Chain Partnership, consumers can be sure the food they buy has been produced sustainably, and all food chain partners have done their best to safeguard the well-being of future generations.



A journey of continuous improvement in numbers



Bayer started the Food Chain Partnership business model in 2005 to serve the needs of the food industry.



70 Food Chain Managers/ Coordinators are working worldwide to connect the food value chain.



524 initiatives around the world – Bayer has been working together with partners on customized agronomic solutions to further promote sustainable farming.



44 countries – A global network has been established to add value to all stakeholders of the value chain and foster sustainable agriculture.



76 different crops – Customized agronomic solutions are implemented when growing fruits, vegetables, and arable and plantation crops.



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