

Decco, the worldwide leader in post-harvest solutions

Innovation, customized solutions and long term presence are the key factors of growth at Decco.

Decco reaffirms its worldwide leadership in post-harvest solutions, with a direct presence in 13 countries and sales in all key markets. Decco also has the unique advantage among its competitors of being part of the wider crop protection group UPL with also presence in seeds via its affiliate Advanta. UPL is positioned among the top 10 crop protection companies in the world, with a turnover in excess of €2 billion. "Our publicly-listed UPL group which is still partly controlled by the founding family group has been growing 2 to 3 times faster than its competitors due to our dedicated market solutions, major investments in innovation and strong entrepreneurial culture," said Decco President and CEO François Girin.

14 divisions in 13 countries

Decco now has 300 employees and 14 direct divisions in Brazil, Chile, China, Turkey, France, Costa Rica, India, Israel, Italy, Mexico, South Africa, Spain and the US (2).

"Inside UPL, the Decco division has a large autonomy, with its own corporate structure," Girin explained. From its start in the US in the 1930's then presence around the Mediterranean for several decades, Decco now virtually operates in every country (directly or through distributors) to the serve the needs of fruit and vegetables sorting, packing and storage operations.

Citrus is naturally its major market, which explains its strategic presence in the major citrus export countries of Spain and South Africa, as well as the other Mediterranean countries.

Decco also has a long history in Israel, where it recently relocated its local factory to improve its capabilities. "Decco was the pioneer in introducing post-

harvest solutions in China more than 30 years ago," Girin said. Decco is still a reference and leader in that country today. With the help of its parent company, in India Decco is also preparing to respond to the needs of the world's largest producer of many commodities, soon to also be the country with the largest population.

Customized solutions and global R&D

One of Decco's strengths is that it runs several laboratories and factories around the world, which allows the group to provide customers with customized solutions in every country. Decco is particularly well-known for its coating solutions. "Our growth is fortunately happening everywhere, both in mature and developing economies," Girin said. Still, Decco's activity is closely linked to climatic conditions which are affecting the crops and exports of its customers. As an example, Girin cites recent hail in Turkey or record snow in Israel 2 winters ago. For Decco, Spain is a very developed market and a very good place for growth opportunities. The success of the new "DeccoNatur" line in the last

few years came in response to the need for "greener" solutions due to EU regulations and limitations on the use of chemicals. "We introduced natural solutions well before

the others," Girin stressed. The other Mediterranean fruit markets are also growing very rapidly for Decco. Decco is now reaping the fruit of more than 50 years of presence in Morocco, and 30 in Egypt and Turkey. "We are receiving there the 'dividend' of our long term commitment with a leading position today," Girin said.

The three other major zones of development at Decco are South America, Africa and Asia. "Our demand for postharvest solutions is increasing along with the

"Our mission is to provide efficient solutions equally to small family growers in India and giant US farm enterprises."



Vikram Shroff, UPL Board Member & Francois Girin, President and CEO of Decco WW.

growing consumption of fruit and vegetables. Brazil, India and China are good examples."

Decco's technological advantage

"We are primarily a service company providing 'smart' protection solutions," Girin said. Decco with the full backing of the rest of the UPL group is indeed very proactive in providing innovative solutions in response to quickly changing regulations.

"We are very excited to bring onto the market new bio-fungicides in replacement of chemical solutions," he added. Decco is growing faster than its competitors by providing fully green solutions with no residue.

Girin said that next year the group will introduce additional new bio-products, as a complement to its existing range. In parallel, the introduction by Decco of a unique aerosol technology, by cold fumigation in the storeroom, is a fantastic solution as an alternative to liquid drenching solutions. "Decco Aerosol Plus" avoids the need to use and recycle water, as well as the need for specific equipment to 'shower' the fruit.

"The aerosol technology can also be used as a disinfection solution throughout the food chain." In just the last 12 months, Decco has hired 6 high level technologists (including PhDs), some with more than 30 years of experience,

as well as training new ones, in order to accelerate its level of innovation. Decco today runs 7 factories in 6 different countries: the US (Los Angeles and Seattle regions), Spain, Italy, Israel, China and South Africa. A new facility will be added later this year in Brazil.

More 'near-harvest' as well as 'downstream' solutions in the future

"Our macro-orientation is to respond to the growing need for food safety. Decco has historically been a strong player at the pack-house, but understands the need today to be present throughout the 'field to plate' chain.

"We feel we need to work more upstream with near-harvest solutions," Girin explained. The recent introduction of 'Deccoshield' sun-protection solutions is a good example. Similarly, Decco is introducing new solutions beyond the packing stage that have high standards and are residue-free, both with bio-pesticides for the crop and disinfection solutions at storage level.

Due to the international span of its factories and research units, Decco is able to share its knowledge globally, unlike its competitors which have a more regional or local presence. "Our future at Decco is to be able to respond to the needs of any overseas exporter with greener food-safety solutions," Girin said.

Worldwide presence of Decco (UPL group) activities

■ 300 employees

■ Over 80 years providing post-harvest solutions

■ 14 divisions in 13 countries: Brazil, Chile, China, France, Turkey, Costa Rica, India, Israel, Italy, Mexico, South Africa, Spain, US (2).



¿Sabes por qué la naranja es de color

NARANJA?

La naranja auténtica, la de color naranja, crece en zonas con las mejores condiciones, donde el contraste de temperatura entre la noche y el día es muy brusco, pierde la clorofila y aflora el color del interior.

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