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News Release

Bayer showcases latest crop technology for farmers in Punjab

Lahore, November 19, 2018 – Bayer Pakistan Crop Science division organized a farmers' field day in Chichawatni on November 19, 2018. The event showcased Bayer's latest seed technology together with high performing seed and crop protection products to over 350 farmers from the district.

Farmers and relevant stakeholders received detailed briefings and practical demonstrations of latest seed technology, and learned the importance of adopting agronomic best practices to improve soil quality, water and fertilizer management, crop residue, and efficacy of seeds.

Zahid Ali, a prominent local farmer, appreciated the opportunity provided by Bayer Pakistan to observe the latest developments in agricultural technology. Zahid believes that "On-farm demonstrations and one-to-one interactions with technical experts go a long way in understanding the importance of adopting new technologies and modern farming methods."

While briefing the farmers, Marketing Lead for the Crop Science division, Ahmed Ali, emphasized the importance of adopting latest seed technology and good agronomic practices for increased agricultural productivity. "Challenges posed by a growing population, changing climatic conditions and limited natural resources can only be addressed through innovation and improved farming practices. Bayer is committed to helping farmers embrace technologically advanced approaches to agriculture to allow them to produce more food using less natural resources," Ahmed explained.

Bayer has contributed to the significant growth of maize crop in Pakistan by introducing high-yielding hybrid corn seeds. Corn yield has more than tripled over the past 20 years and production is at an all-time high. This has also benefited downstream industries such as the poultry industry which consumes approximately 65% of the grain produced for animal feed. Since 2001, there has been a 20% increase in per capita protein consumption. The increased production of maize has thus helped poultry—an important source of high-quality protein, vitamins and micronutrients—become inexpensive and accessible in Pakistan, thereby contributing to better health and nutrition of the people.

About Bayer

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2017, the Group employed around 99,800 people and had sales of EUR 35.0 billion. Capital expenditures amounted to EUR 2.4 billion, R&D expenses to EUR 4.5 billion. For more information, go to www.bayer.com.

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