



Bayer AG  
Communications  
51368 Leverkusen  
Germany  
Tel. +49 214 30-1  
[media.bayer.com](http://media.bayer.com)

## News Release

---

### Industry leading digital farming platform **Climate FieldView™** launches in South Africa

The Climate Corporation, Bayer's digital agriculture arm, expands its global footprint to advance data-driven innovation for farmers around the world

---

**San Francisco / Monheim, March 31, 2021** – The Climate Corporation, Bayer's digital farming arm, has announced the commercial launch of its industry-leading digital farming platform, Climate FieldView™, in South Africa. Adopted by farmers in more than 20 countries and on more than 60 million subscribed hectares globally (150 million acres), this new addition marks a major milestone for the company as its first expansion onto the African continent.

As the world becomes hotter and hungrier, farmers are pursuing new solutions to help produce the food, feed and fuel that power the planet. With the FieldView platform, The Climate Corporation and Bayer are pioneering the digital agriculture industry to help farmers actively manage risk and increase productivity while simplifying their operations. Through its suite of easy-to-use data collection and analysis tools, FieldView offers farmers a single platform to unite data from each piece of their precision equipment – including tractors, planters, sprayers and combines – and access those insights from anywhere with a smartphone, tablet device or computer.

“Digital technologies are showing major promise in the agriculture industry and have the power to unlock many valuable insights on the farm, but the use of technology can sometimes be intimidating,” said John Raines, chief commercial officer at The Climate Corporation. “With FieldView, we work to ensure our product is both easy to access and easy to use, so farmers can take control of their own data and utilize these insights to make more informed decisions.”

South African farmers now have access to industry-leading data science capabilities and digital tools, and can digitize their operations. To get started, customers can connect field data through the Climate FieldView™ Drive device, a piece of hardware that farmers can insert into a diagnostic port in the cab of their precision equipment. It uses bluetooth technology to stream agronomic data from the equipment before being synced with their FieldView account. Farmers can also upload data generated by their equipment directly into their FieldView account through the Data Inbox tool, which does not require the use of the FieldView Drive.

All FieldView users have full control of their farm data. They choose if, how and when to share their agronomic information. If they feel it benefits their operations, farmers can choose to share their insights with a trusted agronomic partner to help make data-driven business decisions.

As the digital agriculture landscape continues to evolve, innovative technologies such as Climate FieldView™ are reaching widespread adoption in regions around the world. In 2020, South African farmers tested FieldView on more than 500,000 hectares (1.2 million acres) and were able to experience the value the platform has to offer, prior to its commercial launch.

In addition to supporting row crop farmers through digital tools like FieldView, Bayer has committed to empowering 100 million small-scale farmers by 2030 through relevant [technologies and initiatives](#), such as the Water Efficient Maize for Africa (WEMA) TELA Maize Project, Farm to Market Alliance, and the Better Life Farming Alliance.

First launched in the United States in 2015, FieldView has quickly become one of the most broadly adopted platforms in the industry. For more information, visit [www.climate.com](http://www.climate.com).

### **About Bayer**

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to help people and planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to drive sustainable development and generate a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands

for trust, reliability and quality throughout the world. In fiscal 2020, the Group employed around 100,000 people and had sales of 41.4 billion euros. R&D expenses before special items amounted to 4.9 billion euros. For more information, go to [www.bayer.com](http://www.bayer.com).

Contact:

**Daphne Dorsey, +1 314-694-6544**

Email: [daphne.dorsey@bayer.com](mailto:daphne.dorsey@bayer.com)

Find more information at [www.bayer.com](http://www.bayer.com).

hel (2021-0056E)

**Forward-Looking Statements**

This release may contain forward-looking statements based on current assumptions and forecasts made by Bayer management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports which are available on the Bayer website at [www.bayer.com](http://www.bayer.com). The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.