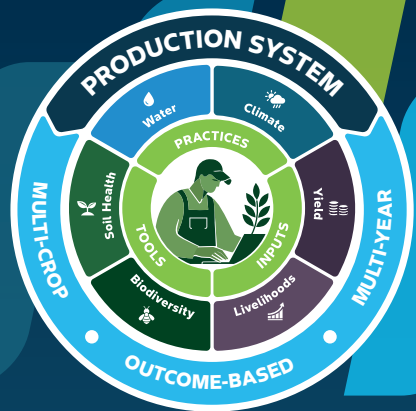




Bayer ForwardFarming provides an up-close look at how sustainable and especially regenerative agriculture is applied on real farms around the world. As a global platform with farmers at the forefront, it enables knowledge sharing and dialogue while demonstrating how tailored production systems combine the right mix of practices, tools, and inputs to improve productivity and support environmental outcomes. Applied across multiple crops and seasons, these systems show that regenerative farming can be both economically viable and operationally scalable.

Each ForwardFarm is unique. Together with farmers, we test, refine, and demonstrate regenerative farming systems. We are cultivating Outcomes through Regenerative Ecosystems.

// Practices that Regenerate – Farming practices like cover cropping, crop rotation and reduced tillage, are at the core of regenerative production. These practices build soil health, reduce erosion, and help create more resilient cropping systems.

// Tools that Guide – Advanced digital technologies, weather-based insights, diagnostics, and advisory tools help farmers make better, more efficient decisions. These support smarter use of inputs and provide data to guide long-term improvements across the production system.

// Inputs that Enable – High-performing seeds, sustainable crop protection solutions, and biological products work together to support productivity and environmental outcomes. Combined with local agronomic knowledge, these inputs form the building blocks of every regenerative system.

Multi-Year. Multi-Crop. On the Farm.

Applied across multiple crops and seasons, from a Bayer agronomic approach these systems evolve with the farm and help deliver real benefits to productivity, soil health, biodiversity, and climate resilience.



For further information, visit our website:
www.forwardfarming.com

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Rancho Hontoria
La Familia Rubín
Santiago de Querétaro
México

Empowering farmers for a *resilient future.*

Rancho Hontoria –
Mexico



Forward
Farming



Advancing Regenerative Agriculture in the Field

The Rubín family's ranch is more than a business – it is a way of life passed down through generations. Situated near Santiago de Querétaro – in the heart of the country's wine and cheese corridor – Rancho Hontoria represents a deep connection to the land and a bold vision for the future of farming. The ranch spans 168 hectares with a focus on milk production. Their commitment to integrating agriculture and livestock is evident in practices such as silage corn cultivation, which sustain a thriving synergy between crop and dairy farming. As a Bayer ForwardFarm, the Rubín family opens their ranch to demonstrate how tradition and innovation can secure a prosperous and resilient future for agriculture in Mexico.

Introducing Rancho Hontoria

Owned by:
La Familia Rubín



Location

Situated in the state of Querétaro, in Mexico, close to the country's wine and cheese corridor.



History

Founded in 1970 by Grandpa Rubín, co-founder of Mexico's second largest dairy company, Alpura. He pioneered corn silage on the ranch, building a lasting synergy between agriculture and livestock farming.



Farming Land

Clay loam soil



Crops

Corn for silage, broccoli, celery, oats and triticale



Partners

Bayer brings together the skills and expertise of different partners to demonstrate sustainable and modern farming.

Rancho Hontoria

Farm Profile



- Practices
- Tools
- Inputs

Key Elements

- Regenerative agricultural practices**
Minimal disturbance, crop rotation, and optimized use of inputs supported by digital tools reduce costs and improve farmers' resilience.
- Soil health**
Crop rotation, organic matter, diversification, reduced tillage, and optimized input use restore fertility, prevent erosion, enhance biodiversity, and support long-term productivity.
- Integrated crop protection management**
Integrating agronomic techniques, with the application of chemical and biological protection products, enables the sustainable production of healthy grains.
- Good agricultural practices**
Occupational health and safety, personal protective equipment, safe storage of inputs, and management of empty packaging protect the health of workers and the environment.
- Crop rotation**
Together with regular soil analysis, crop rotation helps to optimize the level of organic matter and soil nutrients, thereby preserving soil fertility for optimal productivity.
- Water resource management**
Across Mexico, efficient water management is key to resilient agriculture. The Rubin family optimizes water use through drip irrigation and digital tools such as CARLOTA.
- FieldView™**
Smart crop monitoring that optimizes operations by providing accurate information for planning and decision-making throughout the crop cycle, thereby optimizing the use of inputs, boosting yields, and improving profitability.
- CARLOTA**
Bayer's AI-powered digital tool turns field and weather data into WhatsApp recommendations – helping farmers make informed decisions, save water, and enhance crop yields.
- Preceon®/VITALA®**
A smart system that incorporates the revolutionary innovation of short-stature hybrids, crop protection solutions, and customized agricultural recommendations through FieldView™, promoting more profitable, resilient, and efficient crop production.
- Quality Seeds**
Selection of high-quality seeds adapted to the geographic and climatic conditions of the region enables quality yields.