

# One Step Ahead with Sustainable Agriculture



**Wasmayr Hof – Germany**



Bayer  
Forward   
Farming

# Sustainable Agriculture in Practice

“Developing and retaining our farm for future generations is our main priority.” This is the driving force behind the Gebendorfer family to run their family farm, Wasmayr Hof, as a side-business. In fact, agriculture makes an important contribution to the family’s income. “Sustainability and taking care of the environment come natural to us. That is one of the reasons why we are now running this farm in fourth generation,” says Josef Gebendorfer. With Bayer, they are now going one step further, as joining Bayer ForwardFarming means working together on further advancing practicable and practical sustainability activities.



## Introducing Wasmayr Hof

**Owned by the  
Gebendorfer Family**



### **Location:**

Altdorf, Aich, Lower Bavaria. In the valley of the Pfettrach, a tributary of the Isar river.



### **History:**

The farm, with first official mention in 1465, was taken over by the Gebendorfer family in 1982. Traditional dairy farming activities were given up in 2011 and in 2013, a hotel arose in the former stables.



### **Farming Land:**

Tertiary hilly area with sandy loam and loess in the lower regions and rather poor soil quality in the higher regions, with a rating between 60 and 80.



### **Crops:**

Winter wheat, winter barley, winter canola, grain maize.



### **Partners:**

Collaboration with other farms, beekeepers, local agricultural trader and weather service.



# Wasmayr Hof

## Farm Profile



- Tailored Solutions
- Proactive Stewardship
- Partnerships

## Key Elements

- Seeds**  
High-quality, certified seed forms the foundation for optimal yield.
- Bayer SeedGrowth®**  
Protecting seeds from diseases and improving stress tolerance.
- Integrated crop protection**  
Targeted crop protection based on the economic threshold principle protects crops from pests and diseases.
- Weather station**  
Detailed weather forecast information enables optimized and targeted use of crop protection products.
- Digital solutions**  
Assisting the farmer in making the right decisions to optimize cultivation methods and protect resources.
- Soil health and erosion prevention**  
For years, the farm has been using cover crops and tillage methods to minimize soil erosion and maximize water protection.
- Flower strips and flower meadows**  
Flower strips are planted in favorable locations and boost native flora and fauna, especially as a source of food and habitat for insects and birds.
- Bee houses, beetle banks and earth piles**  
These measures offer vital breeding grounds for wild bees in particular, but also for other pollinators and insects.
- Skylark plots and nesting boxes**  
Strategically placed open plots in crop fields provide skylarks safe places to land and nest. It also benefits hares.
- Phytobac® and water protection**  
Areas covered with grass all year round along the course of the river protect against undesirable runoff of crop protection products. The installation of a Phytobac® is planned to prevent point source pollution.
- Safe storage and safe use of crop protection products**  
Crop protection products are stored safely in a suitable storage facility. The correct personal protective equipment and closed transfer system easyFlow M provide protection for both the user and the environment.
- Partnerships**  
Combining the expertise of various players to jointly master the challenges of sustainable agriculture.





Bayer ForwardFarming provides an up-close look at how farmers are practicing sustainable agriculture around the world. Unique in its global reach the Bayer ForwardFarming network serves as platform for knowledge sharing and dialogue. Forward-Farmers deploy technologies and best practices that reduce agriculture-related greenhouse gas emissions, decrease the environmental impact of crop protection, promote biodiversity and conserve natural resources.

On the ForwardFarms, progress towards the Crop Science sustainability commitments truly comes to life.

**Bayer ForwardFarming demonstrates solutions that support sustainability in agriculture across the following three components:**

// **Care for Crops** – Every farm is different, and every field within a successful farming operation is unique. **Tailored Solutions** are needed to meet the needs of the individual farmer and their specific field – from the right seeds and traits to the correct type and amount of crop protection, to the digital tools and services that allow for good decision making and precision.

// **Care for the Planet and People** – ForwardFarming promotes and demonstrates **Proactive Stewardship** to protect human health and preserve the environment. Examples include addressing the safe and responsible use of crop protection products; soil health, biodiversity, and water conservation; and offering training in all of these areas.

// **Care for Partnerships** – Bayer ForwardFarming fosters **Partnerships** with agricultural value chain actors, research centers, universities, and other institutions to strengthen sustainable farming development.



For further information, visit our website:  
[www.forwardfarming.com](http://www.forwardfarming.com)

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