



One Step Ahead with Sustainable Agriculture

***Het Groene Hart –
The Netherlands***



*Bayer
Forward 
Farming*



At Bayer ForwardFarms, farmers and Bayer experts demonstrate innovative solutions for sustainable agriculture that comprise three components:

// **Tailored Solutions** – Innovative products and services tailored to customer needs, including high quality seeds and traits, biological and chemical crop protection products and digital solutions. These solutions are backed by tailored services ranging from agronomic support, field demonstrations, diagnostics, and prediction tools to documentation.

// **Proactive Stewardship** to ensure product integrity (for seeds and crop protection products), protect human health, and preserve the environment. We offer training to raise standards of handling and usage, as well as to minimize any possible risks to human health and the environment.

// **Partnerships** to enhance the quality of life for farmers, communities, and society. Mutually beneficial partnerships that include all players in the value chain and help to leverage the potential for collaboration in modern agriculture.

Sustainable Agriculture in Practice

Het Groene Hart, located in an area that used to be a large lake, is blessed with very fertile clay soil with high yield potential. The great-grandfather of Jasper Roubos used to manage the farm, and now Jasper continues managing it along traditional lines, while also introducing various sustainable and innovative measures aimed at protecting the environment and its valuable resources. On Bayer ForwardFarms like Het Groene Hart, Bayer joins hands with farmers and partners to demonstrate sustainable agriculture in practice.



*Introducing
Het Groene Hart*
Owned by Jasper Roubos



Location:

Abbenes, North Holland.



History:

Founded around 1870. In 2002, the farm was relocated a few kilometers to its current location, because of the construction of the high speed train track. In 2011, Jasper took over from his father Jan Roubos.



Farming Land:

The clay soil has no stones, good drainage and is not very susceptible to drought, leading to high fertility and high yield potential.



Crops:

Winter wheat, potato, onion, sugar beet.



Partners:

Potatoes are grown for McCain, sugar beets for Cosun and onions for various customers.

Het Groene Hart Farm Profile



- Tailored Solutions
- Proactive Stewardship
- Partnerships

Key Elements

- Seeds**
Good and certified seed is essential for a good yield.
- Bayer SeedGrowth®**
Integrated program aimed at sustainable seed and planting treatment and application technology.
- Crop protection**
Combined use of chemical and biological crop protection products for a sustainable production of healthy food.
- Precision agriculture**
Optimizing the application of crop protection products with regard to time, location and quantity.
- Decision supporting systems**
Integrated information about weather conditions and disease and pest warnings in order to apply crop protection products at the optimum time.
- Biodiversity**
The added value of biodiversity for farmers, the environment and society.
- Personal protection**
Protecting the user of crop protection products with technology such as easyFlow®.
- easyFlow®**
Avoiding exposure of the user and the environment to concentrated products by using a closed transfer system during the filling of the sprayer.
- Bee health**
Supporting bee health through pest control, enhancement of biodiversity and careful use of crop protection products.
- Farmyard emission**
Prevent emission from the farmyard with techniques like a dedicated cleaning area combined with a Phytobac®.
- Emission through runoff**
Prevent runoff of applied crop protection products and fertilizers to surface water by plot design and special cultivation techniques.
- Partnerships**
Bayer ForwardFarming is a platform where partners work together to optimize agricultural practices.



For further information, visit our website:

www.forwardfarming.com

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