



One Step Ahead with Sustainable Agriculture

**Het Groene Hart –
The Netherlands**



*Bayer
Forward ▶▶
Farming*

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



Key Elements

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

-  Tailored Solutions
-  Proactive Stewardship
-  Partnerships



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.



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