



# One Step Ahead with Sustainable Agriculture

**Nossa Senhora Aparecida –  
Brazil**



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

The Fiorese family has a long history of producing grain crops in the Brazilian Cerrados. On 2.700 hectares, soybean, corn, field beans and wheat are produced at Nossa Senhora Aparecida. The Fiorese family believes that the key to success in farming is to implement new technologies and connect social and environmental aspects to achieve maximum productivity. On Bayer ForwardFarms like Nossa Senhora Aparecida, Bayer joins hands with farmers and partners to demonstrate sustainable agriculture in practice.



*Introducing Nossa Senhora Aparecida*  
**Owned by Oli Fiorese and his family**



### **Location:**

Nossa Senhora Aparecida, Goiás.



### **History:**

Oli Fiorese, his wife Edileusa and their two children arrived to the Brazilian Cerrados in 1995. There, they have continued the agricultural traditions of their family.



### **Farming Land:**

Red latosol with a high clay content and medium iron content – a typical soil of the Brazilian Cerrado.



### **Crops:**

Soybean, corn, field beans and wheat.

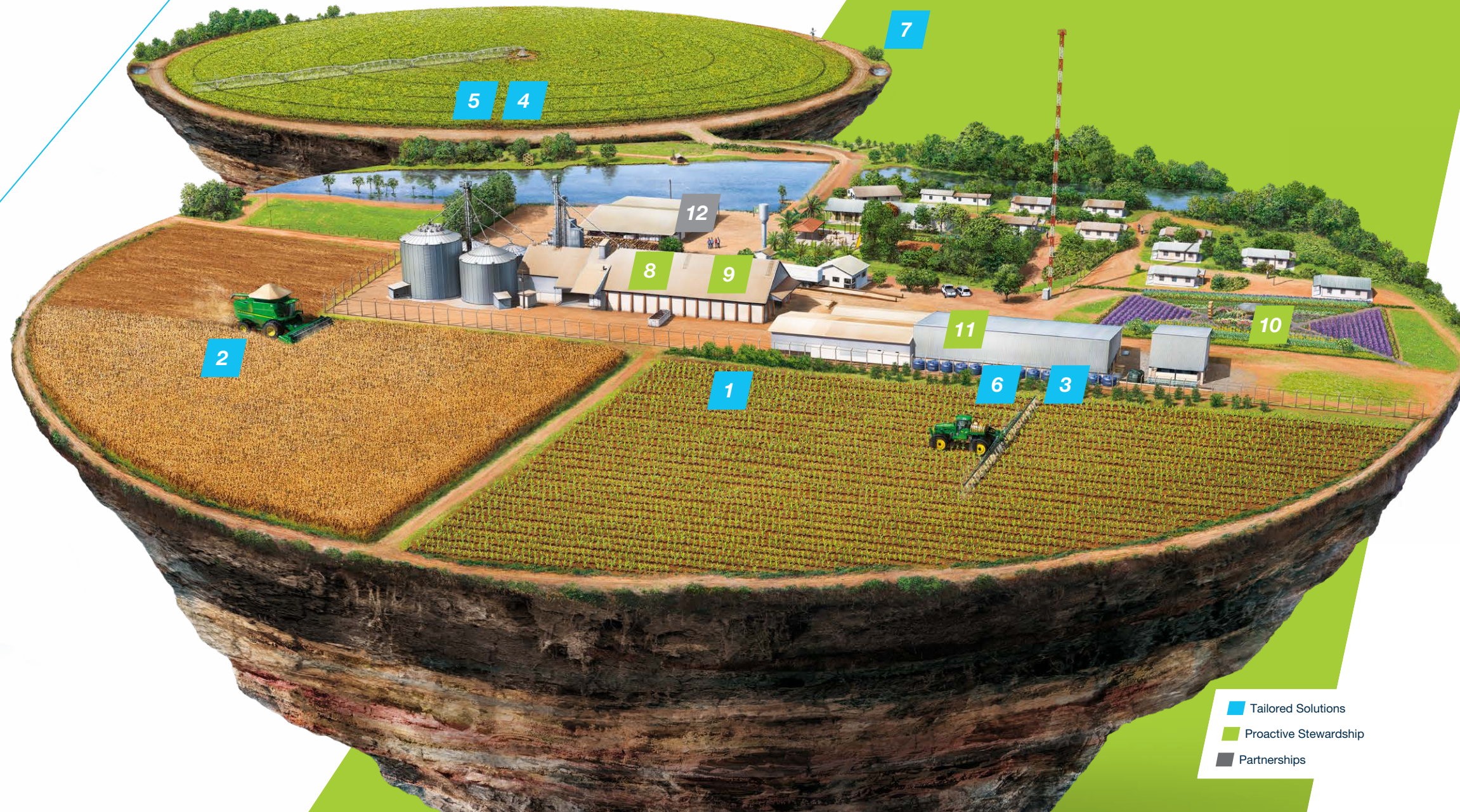


### **Partners:**

M Prado, Unigeo, HP Agroconsultoria, Consultoria João Dantas, Agroexata, Icrop, Aliança da Terra, Conectere Agro e Allez.



# Nossa Senhora Aparecida Farm Profile



- Tailored Solutions
- Proactive Stewardship
- Partnerships

## Key Elements

- 1 **Seeds**  
Creating value by using high-quality seeds and technologies that support the farmer to increase productivity and being more productive in a sustainable manner.
- 2 **Soil fertility**  
Improving soil fertility by optimizing crop rotation practices to achieve high, sustainable productivity.
- 3 **Integrated weed management**  
Identification and mapping of weeds and implementation of integrated weed management programs to limit proliferation.
- 4 **Integrated disease and pest management**  
Implementation of techniques to monitor disease and pest outbreaks, as well as making cropping recommendations to ensure a more sustainable use of crop protection products.
- 5 **Nematode monitoring and control**  
Mapping of nematode infestation and crop damage, as well as giving recommendation for integrated chemical and biological control to avoid productivity loss.
- 6 **Digital farming**  
Use of precision farming techniques and tools like Climate FieldView™ to maximize yields and optimize farming tasks and inputs.
- 7 **Erosion control**  
Drainage basins along the road are used to capture water runoff to fill the groundwater aquifer, preventing erosion and avoiding pollution of lakes and reservoirs with eroded soil.
- 8 **Stewardship**  
Trainings aim to help the farmer apply agricultural products in a responsible manner, protecting people, preserving the environment and improving the crop.
- 9 **Valore program**  
Farm certification program specifying production processes that follow legislation to ensure food safety, adding value to the value chain and competitiveness of the Brazilian farmer.
- 10 **Pollinator care**  
Preservation of pollinators on the farm with conservation measures and harmonic coexistence between farming and beekeeping.
- 11 **Water protection**  
Phytobac®: sustainable management of the water used to clean equipment in a process that biologically breaks down crop protection product residues.
- 12 **Partnerships**  
Bayer ForwardFarming combines knowledge, experience, skills and new technologies with partners to grow the farming business successfully and sustainably.





For further information, visit our website:

*[www.forwardfarming.com](http://www.forwardfarming.com)*

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## Contact Us

### **Bayer S.A.**

Rua Domingos Jorge, 1100  
04779-900 São Paulo – SP  
Brazil

### **Claudia Quaglierini**

Mobile: +55 (11) 5694-4472  
E-mail:  
[claudia.quaglierini@bayer.com](mailto:claudia.quaglierini@bayer.com)

[www.agro.bayer.com.br](http://www.agro.bayer.com.br)  
[info@bayercropscience.com](mailto:info@bayercropscience.com)  
[www.cropscience.bayer.com](http://www.cropscience.bayer.com)

### **Nossa Senhora Aparecida**

Rodovia GO 118  
km 68 à esquerda + 22 km.  
Água Fria de Goiás – GO  
Zona Rural  
Brazil