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## News Release

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### Bayer Facilitates Knowledge Sharing Among Pakistani Farmers

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**Lahore, January 31, 2019** – The Crop Science division of Bayer Pakistan held a farmer meeting in Kasur to better understand the challenges farmers face and to promote the adoption of modern technologies and farming practices.

Much of the agriculture landscape in Pakistan consists of small-hold farmers with limited access to requisite agronomic knowledge. The event allowed Bayer Pakistan Crop Science division to overcome the technological barriers and learning limitations by providing a platform where knowledge pertaining to the benefits of technology and modern farming practices could be shared with hundreds of farmers.

While interacting with farmers, Luis Camacho, Stewardship Lead for Asia/Africa Region at Bayer Crop Science, reinforced the importance of knowledge sharing. “For farmers to grow their businesses and improve their livelihoods, they need to be equipped with the necessary knowledge and skills to improve their productivity. Therefore, we work closely with small-hold farmers to develop holistic approaches to ensure food security, with a focus on knowledge transfer, partnerships and customized agronomic solutions,” he explained.

“In line with our commitment to bring the latest agriculture technologies to the farmers, we will be introducing biotech maize hybrids which are resistant to insect attack and provide better weed control, subsequently saving input costs for the farmer and significantly enhancing yields,” Camacho added.

This meeting followed a series of farmer-level events held under Bayer Crop Science’s Farmer Ambassador (or *Numberdaar*) program across all major corn growing districts of Punjab. Launched in 2018, the program recognizes prominent progressive farmers from each corn growing territory and encourages them to act as change agents for the proliferation of best farming practices amongst the broader farming community.

Rashid Ahmad, a progressive farmer from Kasur and a staunch advocate of Bayer Pakistan’s outreach initiatives believes that, “the farming community needs to adopt modern agricultural practices to remain relevant in the sector.” He further added that, “Bayer Pakistan continues to provide us with opportunities to learn about the latest trends, technologies and farming practices that can bolster our yields and profitability.”

Over 500 progressive farmers were nominated as *Numberdaars* from 14 districts of Punjab—Okara, Pakpattan, Sahiwal, Gujranwala, Gojra, Chiniot, Depalpur, Kasur, Basirpur, Burewala, Arifwala, Mian Channu, Chichawatni and Mailsi—with an expected outreach of 30,000 small-hold farmers across the target region.

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