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News Release

Helping Farmers Improve Agricultural Productivity

Bayer Pakistan Promotes Modern Technology and Practices through its Learning Center

Sahiwal, June 18, 2019 – Bayer Pakistan’s Crop Science division organized a Farmer Learning Center in Sahiwal on June 18, 2019, to promote the adoption of modern farming practices and to showcase Bayer’s latest technologies and high-performing seed varieties.

The one-day event offered over 350 farmers an opportunity to visit high-yielding maize fields under trial and receive detailed briefings and practical demonstrations on the latest agriculture products and technologies. In addition to the field trials and demonstrations, the technical experts emphasized the importance of stewardship in promoting the responsible use of innovative crop technology and modern agriculture practices.

Speaking on the occasion, Managing Director and CEO Bayer Pakistan, Dr. Imran Ahmad Khan, reinforced Bayer’s commitment to delivering innovative products and solutions that benefit farmers. “We are helping farmers improve agricultural productivity by providing the latest technologies and promoting best agronomic practices. Our range of technological solutions is rooted in modern agricultural science, and aims to meet the needs of a growing population,” Dr. Khan explained.

“Over the past 20 years, the average yield of maize has increased four-fold due to our efforts. By introducing high-performing maize hybrids, Bayer has helped farmers improve agricultural productivity and increase profits, and we will continue to bring advanced technologies and the latest maize hybrid genetics to Pakistan,” he further added.

It is worth noting that despite the significant improvement in productivity, the crop may struggle to achieve the projected demand of the downstream industry. The poultry industry, which accounts for over 70% of all maize grain produced, continues to grow at 10-12% per annum. At the existing rate, the poultry industry’s demand alone is expected to exceed 7 million tons by 2023. Given that the total maize grain output of Pakistan stands at just over 6 million tons, adoption of the latest agriculture technologies is imperative, and will be key to driving future growth in yields and overall productivity.

The Farmer Learning Center organized in Sahiwal allowed Bayer Pakistan's Crop Science division to overcome 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.

Muhammad Afzal, a progressive farmer from Sahiwal, believes that, "The technical sessions and practical demonstration in the field allow farmers to learn and experience the advantages of embracing maize hybrid seed technology and crop protection tools." He further added that, "The learning center served as an ideal platform for us to interact with technical experts and acquire knowledge that will help us improve yield and productivity."

About Bayer

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2017, the Group employed around 99,800 people and had sales of EUR 35.0 billion. Capital expenditures amounted to EUR 2.4 billion, R&D expenses to EUR 4.5 billion. For more information, go to www.bayer.com.

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