



CropKey Embodies the Fundamental Shift in How We Approach Innovation



/// FROM: SELECTING THE BEST

Trial-and-error-
based selection

Efficacy driven
discovery

Incremental
innovation of
traditional
chemistry

/// TO: DESIGNING THE BEST

Targeting a specific protein
within a pest, weed or disease

Designing the best molecule
according to performance,
safety, cost, environmental
impact and resistance criteria

Intentionally designing high-value
solutions on the front end and
optimizing formulations on the back

Learn More:



CropKey is a scalable engine that continuously generates differentiated crop protection solutions for future regulatory market needs & societal expectations.

CropKey connects Bayer R&D to the realities farmers face in the field, designing novel molecules and innovative formulations to deliver better tools against pests.



**DESIGNING
THE ACRE**