



// Crop Protection Built Different



THE CHALLENGE

**Increasing resistance,
shifting agronomics
conditions, increasing
safety & sustainability
expectations**

THE SOLUTION

**Design for
performance,
precision and
farmer flexibility**

THE BAYER DIFFERENCE



Connected capabilities

Chemistry, biology, seeds and digital in ONE innovation engine



Enhanced by AI

Target solutions designed with precision, tools to help farmers use them with greater confidence



Unmatched momentum

7x new active ingredients coming to NA farmers in next 5 years
75% new MoAs post-2030 vs. 23% from 2000-2023

Learn More:

