

## Press Release 1 July 2015

### Precision Farming for Smart and Sustainable Agriculture

#### *Joint Bayer CropsScience-CEMA farm visits provide first-hand insights into modern farming realities*

**Huldenberg (Belgium) 1<sup>st</sup> July 2015**, For the first time, Bayer CropScience and the European Agricultural Machinery Association CEMA joined forces to demonstrate to a blend of representatives from the EU institutions, agriculture stakeholders and journalists how the latest farming technologies, including big data and the Internet of Things, are changing the face of agriculture. During two farm visits, organized on 29 and 30 June at “Hof ten Bosch” in Huldenberg, near Brussels, participants had the opportunity to experience first-hand how such technologies are helping farm operations to become smarter and more sustainable.

“Precision farming techniques have turned agriculture into a high-tech sector. From planting to harvesting, precision machines provide farmers with new tools to manage their lands in ever more accurate and sustainable ways. For farmers, this means achieving savings in agricultural inputs while generating higher output, which in the end translates into greater economic viability for them”, underlined **Ulrich Adam, Secretary General of CEMA**.

**Jan Huitema, Member of the European Parliament and a dairy farmer** put the focus on the need for continuous innovation and a better understanding of modern agriculture by the public: “We need to feed an ever growing and more demanding world population. Innovations are key in this respect. We have seen some spectacular results that drastically reduce the environmental impact of agriculture by smart innovations. Also the broader public needs to be more aware of the great steps that are being taken. Agriculture is an indispensable part of all our lives, there still is a big challenge educating the wider public. Contrary to the common perception of agriculture, it has entered the area of high-tech already a long time ago and initiatives like this are therefore to be welcomed.”

“It is fascinating to see peoples’ reactions when we tell them about modern production techniques that deliver high yields, protect biodiversity and control pests. It’s not about spraying as many chemicals as possible. It’s about Integrated Pest Management. It requires the best combination of cultural, biological and chemical measures to manage diseases, insects and weeds. At the same time, biodiversity is protected by increasing beneficial insects and pollinators and reducing the erosion of the soil”, said **Marc Sneyders, Head of Sustainable Development at Bayer CropScience Belgium** and responsible for the farm visits.

During both days, tractors, precision seeding machines, sprayers and farming data management systems were displayed. Simulators gave visitors the chance to test-drive the machines and experience how modern farming activities are run today. During the farm tour, participants were guided into a pear orchard, demonstrating

integrated pest management (IPM) practices and sustainable agricultural solutions, a potato field explaining erosion reduction measures and a sugar beet field illustrating the need for weed management. Systems for the handling of crop protection products and waste water such as EasyFlow and Phytobac were demonstrated.

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**Bayer CropScience** is the subgroup of Bayer AG responsible for the agricultural business, which has annual sales of EUR 9,494 million (2014) and is one of the world's leading innovative crop science companies in the areas of seeds, crop protection and non-agricultural pest control. The company offers an outstanding range of products including high value seeds, innovative crop protection solutions based on chemical and biological modes of action as well as an extensive service backup for modern, sustainable agriculture. In the area of non-agricultural applications, Bayer CropScience has a broad portfolio of products and services to control pests from home and garden to forestry applications. The company has a global workforce of 23,100 and is represented in more than 120 countries. This and further news is available at: [www.press.bayercropscience.com](http://www.press.bayercropscience.com)

**CEMA** ([www.cema-agri.org](http://www.cema-agri.org)) is the European association of agricultural machinery industry. The industry represented by CEMA includes 4,500 manufacturers of agricultural machinery. 135,000 persons directly work in this branch of business, 125,000 persons work indirectly in distribution and maintenance. The companies are mainly small and medium-sized manufacturers according to the EU definition and generated a total turnover of 26 billion euros in 2014.