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News Release

Bayer spotlights grower focus at Fruit Logistica 2022

- Focus on innovative and sustainable solutions in Fruits and Vegetables (Hall 1.2, Stand B-06)
 - Progress updates on Food Chain Partnerships that connect growers to the food value chain
 - Introduction of new BIOLOGICALS by Bayer® signet
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Berlin, Germany, April 5, 2022 – Bayer presents the latest innovative and sustainable Fruits and Vegetables solutions to, on and beyond the farm at Fruit Logistica from April 5 to 7. The company spotlights products for the challenges facing growers, such as the tomato virus, the increasing request for organic and low residue produce and the need to lessen agriculture’s impact on the environment and respond to climate change. An important focus lies on providing growers with what they need to deliver on consumer, regulatory, and ecological demands. Bayer also showcases progress updates on its Food Chain Partnerships that connect growers to the food value chain, as well as updates to the BayG.A.P. Service program empowering smallholders to grow better crops and increase yields, for a profit.

“There has never been a more challenging time in our industry. We work to combat climate change and limited natural resources while striving to feed a growing population with diverse nutritional needs,” said Inci Dannenberg, President of Global Vegetable Seeds at Bayer’s Crop Science Division. “We’re looking forward to having an opportunity to hear from growers about what they need to be successful and share with them our latest offerings.”

To the farm, Bayer is showcasing Vegetables and Fruits products that reflect the decisions growers need to make to meet the changing demands of consumers. In 2021,

Bayer introduced an expansion of products under the new Vegetables by Bayer umbrella to offer organically produced seed. This directly addresses the increased customer need for high-quality organic seed.

On the farm, Bayer remains a market leader in Horticulture offering tailored solutions in seeds, conventional and biological crop protection. These efforts are further enabled by digital tools that help to sustainably produce high-quality, high yielding crops for consumers worldwide. To address the need for further reducing the environmental impact of agriculture, Bayer introduces BIOLOGICALS by Bayer[®], a new signet for all biological crop protection products. Bayer's science-based biological products provide growers with a broader choice for pest and disease management, while contributing to Bayer's goal of reducing the environmental impact of crop protection by 30% by 2030.

"The combination of synthetic and biological crop protection products, together with digital tools is leading Horticulture towards a path of regenerative agriculture. We're proud to showcase our tailored digital solutions for Fruit and Vegetable growers and to provide an outlook on what's to come next in our pipeline of digital tools", added Kamel Beliazi, SVP Fruit and Vegetables Strategy at Bayer's Crop Science Division.

Beyond the farm, Bayer remains committed to forming Food Chain Partnerships and delivering service programs such as BayG.A.P., helping farmers to use new innovations and regenerative practices. This includes collaborations across the entire food value chain, connecting players and combining the knowledge and resources of private enterprises, public bodies, finance providers, technology firms and other stakeholders.

BayG.A.P. helps to deliver on-the-farm training, advice, and certification support to connect growers to global markets. These efforts contribute to Bayer's commitment of empowering 100 million smallholder farmers in developing regions by improving access to agronomic knowledge, products, services and partnerships.

Note to journalists: Please feel free to join Inci Dannenberg, Kamel Beliazi and Frank Terhorst, Head of Strategy & Sustainability at Crop Science Division for a Media Coffee on April 6, 9:15 AM CEST, Hall 1.2., Stand B-06. Please [register](#) in advance.

About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to help people and planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to drive sustainable development and generate a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2021, the Group employed around 100,000 people and had sales of 44.1 billion euros. R&D expenses before special items amounted to 5.3 billion euros. For more information, go to www.bayer.com.

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