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## News Release

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Agrow Awards: celebrating excellence in the crop protection and seed sector

### **Transparency Initiative by Bayer wins Best Public Outreach Program at Agrow Awards 2018**

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**Monheim, November 15, 2018** – Bayer has been awarded Best Public Outreach Program for its Transparency in Crop Science Initiative at the [11<sup>th</sup> Agrow Awards](#) ceremony, held in London, United Kingdom on November 12. Bayer was selected as the winner from a shortlist of eight finalists; the category recognizes excellence in the communication of information on the benefits of agrochemical or agbiotech products.

“We at Bayer are incredibly honored to see our efforts recognized as we continue to build trust in the science that underscores our industry-leading innovation,” said Jesus Madrazo, Head of Agricultural Affairs and Sustainability at the Crop Science Division of Bayer. “The Bayer Transparency Initiative set new standards for accountability and responsibility in the sector, and we pledge to use this as a foundation as we proactively engage in new platforms that promote more dialogue between those who produce our food and those who consume it.”

As a leading life-science company, Bayer embraces its responsibility to communicate how it assesses its products’ safety. As such, in December 2017, Bayer was the first in the crop protection industry to enable access to its crop protection studies via a [dedicated Transparency platform](#) which also offers videos, infographics and communication materials to help put regulatory science into context.

Moving forward, Bayer will continue its Transparency in Crop Science Initiative by adding further substances to the platform.

## **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 35.0 billion euros. Capital expenditures amounted to 2.4 billion euros, R&D expenses to 4.5 billion euros. For more information, go to [www.bayer.com](http://www.bayer.com).

### Photo

*A print-quality photo can be downloaded on [www.media.bayer.com](http://www.media.bayer.com)*

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ck (2018-0353e)

### **Forward-Looking Statements**

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