



The Bayer Commitment to Helping You Grow On

At the heart of our efforts in partnering with you is a commitment to three core areas in which we believe our products can have the greatest impact on agricultural sustainability:

Plant Health Improvement

Unique products that promote plant health for improved nutrient and water uptake and disease resistance

Biodiversity Preservation

Newer formulations that target pests, help preserve beneficials and manage resistant diseases

Improved Crop Safety

Innovative portfolio, including products with fewer restrictions, that can help reduce applications and lower worker exposure

Innovative Solutions for Potatoes



o·b·e·r·o·n®



SIVANTO®
prime



Visit GrowOn.Bayer.us for more information

IMPORTANT: This bulletin is not intended to provide adequate information for use of these products. Read the label before using these products. Observe all label directions and precautions while using these products.



Empowering growers to steward the
lands that feed society.

**You work hard to build the farms
that sustain us all, ensuring a safe, nutritious and affordable
food supply for a growing global population.**

Profitable farms are vital for food security and prosperous societies, and these farms can continuously strengthen their operations and steward the environment to ensure sustainable farming for generations to come.

With modern agricultural methods, we can achieve greater yields from existing farmland and steward healthy ecosystems.

At Bayer, we want to partner with you to Grow On by helping to identify, apply and communicate sustainable farm practices.





WATER

BAYER SOLUTIONS

Optimize plant water usage and quality

- Suppress nematode populations, which, if left unchecked, can damage a plant's root system and impair water uptake. Plants develop healthier roots and use water more efficiently to increase harvestable produce and potentially lower annual water applications.
- Help roots gain the mass and depth they need to improve water uptake and better deal with drought stress.

Movento® insecticide and Velum® nematicides

Serenade® fungicide, Emesto® Silver seed treatment fungicide



BIODIVERSITY

BAYER SOLUTIONS

Use Integrated Pest Management to manage pests with minimal environmental impact

- Stay in harmony with Integrated Pest Management practices by using products that target specific pests, but have minimal impact on beneficial insects.
- Promote a balanced ecosystem by managing resistant varieties of early blight.
- Consider alternative biological modes of action to combat resistant diseases.
- Take advantage of flexible application timings for at-bloom and pre-harvest applications, which allow season-long pest and disease control with minimal impact on beneficials and pollinators.
- Activate a plant's natural defenses to induce systemic responses, which increases the plant's ability to overcome adverse stress factors.

Movento, Sivanto™ and Oberon® insecticides

Luna® fungicides

Serenade fungicide

Serenade fungicide, Sivanto and Movento insecticides

Serenade fungicide, Admire® Pro insecticide



GREENHOUSE GASES

BAYER SOLUTIONS

Lower GHG emissions and fuel use

- Utilize high-efficacy products to lower annual spray applications and fuel consumption.
- Reduce equipment passes and lower annual fuel consumption with chemigation-compatible products.

Admire Pro and Movento insecticides, Luna fungicides

Velum nematicides, Serenade fungicide, Admire Pro insecticide



r Sustainable Potatoes



SOIL HEALTH

BAYER SOLUTIONS

Improve soil health and plant nutrient uptake

- Target plant pathogens and nematodes with minimal impact on beneficial soil microbes.
- Promote root health and early crop establishment by controlling seed and soil-borne diseases.
- Improve root nutrient uptake by suppressing nematode populations, which can severely degrade root health.
- Improve plant nutrient uptake by improving root health and nutrient solubilization.
- Reduce soil compaction by utilizing chemigation and efficacious products to lower annual field spray applications.

- Velum nematicides
- Emesto Silver seed treatment fungicide
- Movento insecticide, Velum nematicides
- Serenade fungicide
- Admire Pro and Movento insecticides, Luna and Serenade fungicides, Velum nematicides



LABOR

BAYER SOLUTIONS

Improved work environments

- Reduce reliance on fumigant treatments by using modern chemistries.
- Provide more flexibility and efficiency with shorter re-entry intervals and zero-day pre-harvest intervals.
- Avoid the extra oversight of a certified applicator by using non-restricted use products.
- Apply products that have the "caution" signal word (lowest required signal word) and have indications of low acute toxicity.
- Bayer developed easyFlow in collaboration with agrotop GmbH to help small-scale growers reduce worker exposure to crop protection products and minimize the risk of unintentional product spills.

- Velum nematicides, Movento insecticide
- Serenade fungicide
- Movento insecticide, Velum nematicides
- Admire Pro, Oberon, Movento and Sivanto insecticides, Luna and Serenade fungicides, Velum nematicides
- easyFlow