

Bayer SeedGrowth™: The Fully Integrated System For On-Seed Applications From A Single Source

Around 100 years of experience in the seed treatment business / In-house competence in Products, Coatings, Equipment and Services / New customer-centric website www.seedgrowth.bayer.com launched

Bayer CropScience aims to further expand its SeedGrowth business by offering a unique and fully integrated on-seed portfolio based on products, coatings, equipment and services. The company plans to introduce its new Bayer SeedGrowth™ brand targeted at extending its unique customer offering at the 2013 ISF in Athens, Greece. Matthias Haug, Head of SeedGrowth at Bayer CropScience, underlines the company's strong commitment to highest possible seed quality standards: "By providing our considerable history and in-house expertise in all four areas, we help address seed treatment challenges through innovative solutions, in line with our mission – Bayer: Science For A Better Life."

Bayer CropScience plans to continuously improve in all of these four areas, e.g. by adding biologics to the seed treatment product portfolio and developing new coatings and equipment. "Our new powerful Bayer SeedGrowth™ brand will bring benefits to every player in the seed treatment chain," says Haug, emphasizing the positive outlook for the company's SeedGrowth business. Bayer CropScience will be present at the Intercontinental Hotel, Athenaeum Conference Center, Ground Floor, during the ISF World Seed Congress from May 27-29.

Fourfold competence from a single source

Bayer CropScience offers its customers a broad product portfolio. Potato seeds treated with Ernesto™ are all-round protected against tuber-borne as well as soil-borne diseases, which results in increased plant health and higher yields. Another powerful fungicidal seed treatment solution is EverGol™, an important tool to combat black scurf in canola. In the United States, Poncho™/Votivo™ seed treatment protect young corn and soybean plants from pests during the critical early development stages, leading to healthier root development and stronger stands.

Bayer CropScience has also many years of experience in coatings and equipment, and offers a wide range of services such as customized testing, training, advice and technical support. Truly committed field personnel all over the world support applicators on all levels and Bayer CropScience technicians at the SeedGrowth Centers train seed treaters in, for example, how to achieve the exact treatment dosages and reduce dust abrasion with coatings. The company also continuously invests in stewardship programs to meet strict safety and environmental standards. More information about Bayer CropScience's activities in all four major areas can be found on the new website www.seedgrowth.bayer.com. Δ