

The farms involved in Bayer ForwardFarming – the Bayer ForwardFarms – make use of three basic components*:

- **Integrated Crop Solutions** with high-quality seeds and crop protection products (chemicals and biologicals) to protect the yield and quality of agricultural commodities. These solutions are backed by tailored services ranging from agronomic support, field demonstrations, diagnostics, and prediction tools to documentation.
- **Proactive Stewardship** to ensure product integrity (for seeds and crop protection products), protect human health, and preserve the environment. We offer training to raise standards of handling and usage, as well as to minimize any possible risks to human health and the environment.
- **Partnerships** to enhance the quality of life for farmers, communities, and society. Mutually beneficial partnerships that include all players in the value chain and help to leverage the potential for collaboration in modern agriculture.

*The headline colors refer to related on-farm activities on the graph.



Science For A Better Life

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For further information visit our website:
<http://www.forwardfarming.com/>

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EARL DES BRUYÈRES FRANCE



A MATTER OF RESPONSIBILITY

Situated in the fertile Rhône Valley just outside of Lyon, EARL des Bruyères has been a family farm for many generations. Located on 425 hectares of land, much of which is dedicated to corn production, the farmers use integrated crop management to maximize yield and quality while minimizing environmental impact. As a Bayer ForwardFarm, EARL des Bruyères and Bayer partner in demonstrating the benefits of modern, sustainable agriculture.



INTRODUCING EARL DES BRUYÈRES OWNED BY STÉPHANE PEILLET AND LAURENT BERNOUX



Location

Saint-Priest (69),
near Lyon, France



History

A family farm for several generations, EARL des Bruyères was expanded in 2009.



Crops

Corn, barley, wheat, rapeseed, sunflowers and pasture



Farming Land

Clay loam, containing 30 % stone



Partners

Local Hunters Federation, beekeepers, Entreprise Berthoud, Université d'Orléans Laboratory of Entomology

BAYER FORWARD FARMING

SUSTAINABLE AGRICULTURE
IN PRACTICE



EARL DES BRUYÈRES
FRANCE



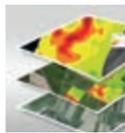
1 WEATHER MONITORING
Assessing leaf moisture, relative humidity, temperature, and solar radiation to optimize farm management.



2 PRECISION FARMING
Improving efficiency of applications by using cutting-edge sprayers with GPS and low-drift nozzles.



3 IRRIGATION MANAGEMENT
Optimizing irrigation by using control tools such as tensiometric probes.



4 FERTILIZATION MANAGEMENT
Fulfilling the nutrient needs of crops through fertilizer management software such as Farmstar® and Airinov's drone.



5 SOIL ANALYSIS
Conducting regular soil analysis to optimize organic and mineral fertilization, thereby preserving soil characteristics.



6 SOWING PRACTICES
Implementing best practices in sowing to minimize the risk of wildlife exposure to treated seeds.



7 PROTECTING POLLINATORS
Welcoming bee hives each Spring and abiding by a charter of commitment for good agricultural and bee-keeping practices.



8 BIODIVERSITY
Taking inventory of and monitoring wildlife, such as birds, earthworms and beneficial insects, and taking measures to protect biodiversity, including planting hedges.



9 PROTECTED SPECIES
Respecting good agricultural practices that protect the local bird species, CEdicnème Criard, nesting in the farm's corn.



10 USER SAFETY
Partnering with Bayer to optimize personal protective clothing during crop protection product application and storage to maximize safety and comfort.



11 WASTE-WATER MANAGEMENT
Designating a filling and rinsing station as well as installing the Phytobac® bioremediation system that ensures optimal on-farm wastewater management.



12 PARTNERSHIPS
Bringing together experts and community members to foster dialogue on modern, sustainable farming.