



THE GREEN HEART FARM

THE NETHERLANDS



ONE STEP
AHEAD WITH
SUSTAINABLE
AGRICULTURE

MASTERING THE CHALLENGES OF MODERN AGRICULTURE AND SOCIETY'S EXPECTATIONS

In cooperation with farmers, Bayer CropScience demonstrates innovative solutions for sustainable agriculture in Bayer ForwardFarming, the knowledge platform for sustainable agriculture practices.



INTRODUCING THE GREEN HEART FARM OWNED BY JASPER ROUBOS



LOCATION

Abbenes, North Holland, The Netherlands



HISTORY

Founded around 1870. In 2002, the farm was relocated a few kilometers to its current location, because of the construction of the high speed train track. In 2011, Jasper took over from his father Jan Roubos.



CROPS

Winterwheat, potato, onion, sugarbeet



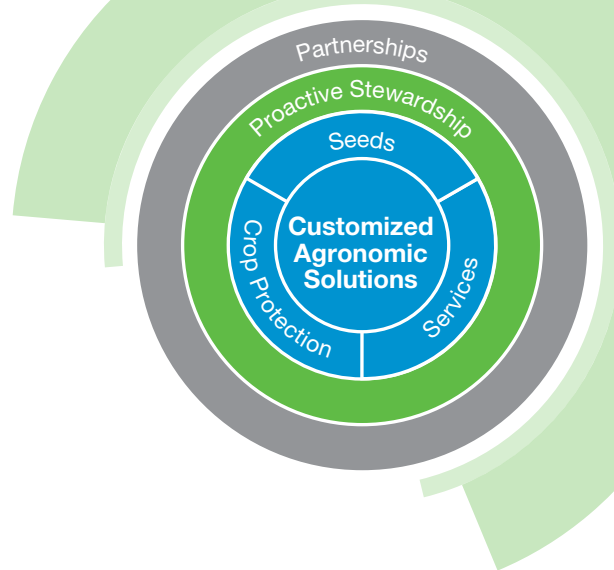
SOIL

The clay soil has no stones, good drainage and is not very susceptible to drought, leading to high fertility and high yield potential.



CUSTOMERS

Potatoes are grown for McCain, sugarbeets for Cosun and onions for various customers.

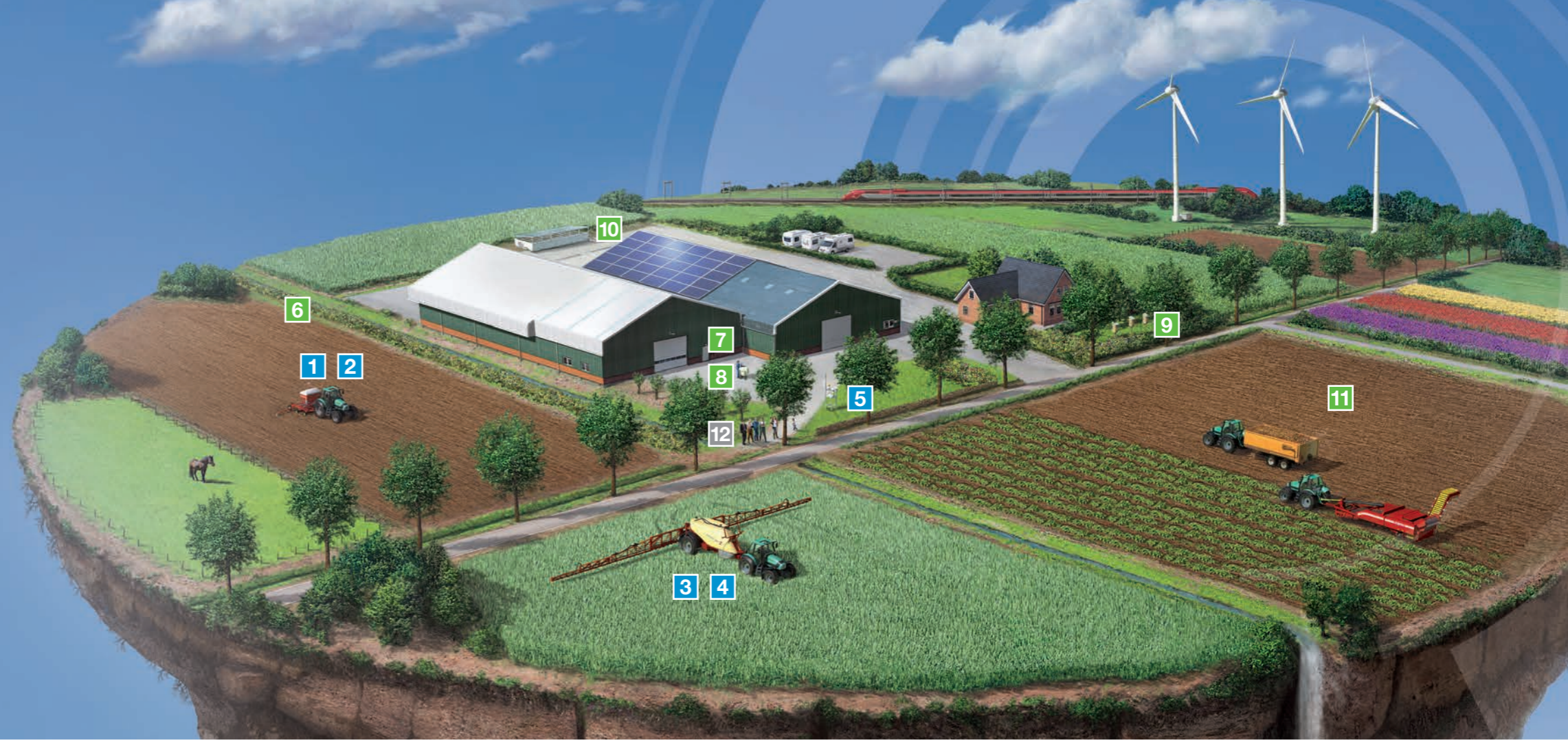


The farms involved in Bayer ForwardFarming – the Bayer ForwardFarms – make use of three basic components:


- **Customized Agronomic 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.

BAYER FORWARD FARMING

SUSTAINABLE AGRICULTURE
IN PRACTICE




THE GREEN HEART FARM
THE NETHERLANDS



SEEDS
Good and certified seed is essential for a good yield.




BAYER SEEDGROWTH™
Integrated program aimed at sustainable seed and planting treatment and application technology.




CROP PROTECTION
Combined use of chemical and biological crop protection products for a sustainable production of healthy food.




PRECISION AGRICULTURE
Sustainable and efficient use of crop protection products with very targeted dosing.




DECISION SUPPORTING SYSTEMS
Integrated information about weather conditions and disease and pest warnings in order to use crop protection at the optimum time.



BIODIVERSITY
The added value of biodiversity for farmers, the environment and society.




PERSONAL PROTECTION
Protecting the user of crop protection products with technology such as easyFlow and Bayer DressCode.




EASYFLOW
Avoiding exposure of the user and the environment to concentrated products by using a closed transfer system during the filling of the sprayer.




BEE HEALTH
Supporting bee health through pest control, enhancement of biodiversity and careful use of crop protection products.



FARMYARD EMISSION
Prevent emission from the farmyard, with techniques like a dedicated cleaning place combined with a Phytobac®.



EMISSION THROUGH RUN OFF
Prevent run off of applied crop protection products and fertilizers to surface water by plot design and special cultivation techniques.



PARTNERSHIPS
Bayer ForwardFarming is a platform where partners work together to optimize agricultural practices.



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

Follow us on Social Media:



Bayer Crop Science
#ForwardFarming



Bayer4Crops
#ForwardFarming



Or join the conversation on our website at:
www.cropscience.bayer.com



Science For A Better Life

CONTACT

Bayer CropScience SA-NV

Energieweg 1
3641 RT Mijdrecht
The Netherlands

Albert van Kooten

Mobiel: +31 622 463 947
E-mail: albertvan.kooten@bayer.com

FARMER

The Green Heart Farm

Jasper Roubos
Kaagweg 50
2157 LH Abbenes
The Netherlands