



BAYER FORWARD FARMING CELEBRATES LAUNCH OF FIRST VIRTUAL 360° FARM TOUR

- Bayer ForwardFarming officially launched first ever 360° Bayer ForwardFarm virtual tour at 2019 FruitLogistica in Berlin.
- As part of an interactive booth, visitors were able to virtually explore Hof ten Bosch, a Bayer ForwardFarm located just outside of Brussels, Belgium.

Berlin, Germany, 6 February 2019 – In partnership with independent farmers around the world, Bayer's ForwardFarming initiative demonstrates sustainable agriculture in practice. The farmers welcome stakeholders from across the agricultural, political and societal sectors to their fully operational farms throughout the year, fostering dialogue, knowledge exchange and collaboration.

“We have continuously expanded the farm network over the past years and will continue to do so,” says Klaus Kirsch, Global Bayer ForwardFarming Manager. “In addition, we want to open a new dimension for even more people to view and learn how farming today can go hand in hand with environmental and social responsibility.”

In line with this effort, Bayer CropScience Belgium developed the first interactive, 360° Bayer ForwardFarm virtual tour of Hof ten Bosch farm, opening up the experience of visiting a farm to a much broader audience from anywhere in the world. Through virtual reality, visitors can explore a modern farm, tour its grounds, meet the farmers and experience how sustainable practices are implemented.

Expressing his enthusiasm for the tour as an important communication tool, Marc Sneyders, Head of Sustainable Operations at Bayer CropScience in Belgium, noted: “I hope that anyone interested in agriculture will find inspiration in this virtual tour to think about how to make our food supply sustainable.”

The Hof ten Bosch virtual tour was officially launched at Fruit Logistica, an international trade fair that hosts nearly 80,000 guests from around the world. Visitors to the interactive booth took a self-guided tour of the farm's 10 different stations, hearing directly from farmers Jan and Josse Peeters about what it takes to sustainably grow potatoes, pears, corn, oilseed rape and sugar beets.

Since 2011, the Bayer ForwardFarming network has expanded over three continents across 10 countries and has welcomed more than 25,000 visitors to its 14 independent farms. In 2019 and beyond, the initiative will continue to enhance its partnership and communication with farmers and their communities around the world to help shape a more sustainable future.

To learn more about ForwardFarming, visit www.forwardfarming.com.

