One Step Ahead with
Sustainable Agriculture
What does it mean to be a farmer now and into the future? How can we ensure bountiful harvests today and leave the planet and our communities in better shape for generations to come?

Our world faces enormous challenges including a changing climate, limited natural resources, and a growing population. At Bayer, we believe sustainable agriculture is part of the solution: connecting economic success with environmental and social responsibility. We are working globally toward the UN Sustainable Development Goals to shape agriculture for the benefit of farmers, consumers and our planet.

Bayer ForwardFarming demonstrates sustainable agriculture in practice across a network of independent farms around the world. This includes the tools and practices farmers use to improve productivity and grow safe, healthy food, all while preserving natural resources.

“We are committed to sustainability in agriculture. Whether we are supporting smallholder farmers in Africa or collaborating with large-scale farmers in Brazil, it’s about listening to them, sharing ideas and working together to help produce plentiful crops using less resources.”

- Jesus Madrazo, Head of Agricultural Affairs & Sustainability, Crop Science Division of Bayer

What does modern sustainable farming look like? What do you think of when you picture a farmer?

Unique in its global reach, the Bayer ForwardFarming network serves as a platform for knowledge sharing and dialogue. Combining traditional and innovative practices to produce high-quality food, feed and renewable raw materials in a way that preserves farmland and natural resources, ForwardFarms are representative of the global diversity of crops and the ecosystems that support them.

Independent, open-minded and entrepreneurial, ForwardFarmers represent the next generation of farming. By sharing innovations and insights with fellow farmers, consumers and many other stakeholders alike, ForwardFarmers help foster understanding and support of sustainable agriculture.

“Sustainability requires 360 degree thinking. Working well and in a healthy environment is essential.”

- Camilla Capurso, Azienda Agricola Moranda, Italy
Enabling More With Less

There is no one-size-fits-all solution when it comes to sustainable farming. Together with independent farmers, Bayer ForwardFarming demonstrates the importance of seeds and traits, crop protection, digital tools and related services to increase yield by making the best use of all resources, while preserving the environment.

Biodiversity:
Encouraging practices like crop rotation and cover cropping, creating flower strips, refuges, and nesting aids and insect hotels helps build an agro-environment rich in biodiversity.

Bee Care and Bee Safety:
Controlling the Varroa mite, planting flower strips and applying crop protection products in a way that minimizes exposure to bees are just a few measures to protect pollinators.

Water Preservation:
Efficient water management, establishment of buffer strips and on-farm wastewater management are good examples to follow.

Safety First:
Regular training, applying products with care and using appropriate safety equipment is always the best approach.

Key to achieving a reliable food supply is combining holistic, scalable and sustainable agricultural practices – including respecting the environment and protecting human health.

"One of my important roles is that of an environmentalist – a person who is concerned with or advocates for the environment. That, to me, is almost the definition of a farmer."

- Trey Hill, Harborview Farms, United States
Bayer ForwardFarming partners with food and value chain participants, research centers and universities, and industry leaders to create space for dialogue and demonstration – connecting farmers with the communities around them.

Just a few examples of partnerships established by ForwardFarms include:

- **University of Ghent (Belgium)**
- **National Corn Growers Association Soil Health Partnership (USA)**
- **Internet of Food & Farming 2020 (Netherlands)**
- **Fraunhofer Chile Research (Chile)**
- **J.P Dantas, Agronomic Consultant – Soil Fertility (Brazil)**
- **Stiftung Rheinische Kulturlandschaft (Germany)**

“I frequently have productive discussions with partners, community members and fellow farmers who visit the farm, and I’m able to implement new ideas that raise my farm’s sustainability to a higher level.”

- **Jasper Roubos, Het Groene Hart, Netherlands**