



By Carl Collen

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Bayer hosts agriculture showcase

Agriculture giant put its De Ruiter and Seminis vegetable seed brands on show in California



Bayer, along with its vegetable seed brands De Ruiter and Seminis, has this week hosted a special Agriculture and Innovation Showcase in a bid to help farmers meet an ever-increasing raft of challenges, such as providing fresh produce that is more flavourful, more sustainably produced and delivered faster and fresher to consumers.

The event, which was held in Woodland, California, provided the latest insights and innovations from some of the industry's most pioneering organisations.

"Bayer's position as a leading innovator in this space has given us the unique opportunity to meet and partner with exceptional companies who are helping to drive the industry forward," said Dr Jacqueline Applegate, president of global vegetable seeds and environmental science for the Crop Science Division.

"The Agriculture and Innovation Showcase is just one way we can connect our vegetable seed customers with those valuable resources," she continued.

"Whether it's soil moisture monitoring, new irrigation technologies, sustainable and efficient transplanting options or weeding automation, there are a number of smart companies that have developed innovative solutions that enhance farmers' ability to be more efficient and sustainable at all levels of their business."

The Agriculture and Innovation Showcase took place on 13 August at Bayer's Woodland research site, which is one of the largest seed research centres in the world.

The event featured consumer trends, best practices and the newest technologies that will aid produce growers as they make decisions about their whole operation.

Specific features included interactive field stations showcasing the latest sustainability advancements, in-field solution demonstrations on seedling transplant, irrigation, as well as soil monitoring and analysis.

Speakers highlighted the grower's need

for tailored solutions based on innovations and technologies that will help drive the future, such as autonomous weeding robots that make agriculture more sustainable. Another key topic which was discussed was shifting food trends – how consumers influence agriculture and the ever-changing landscape of food.

"There has never been a greater need for innovation in agriculture, and it will take the collective power of the industry to keep it moving forward," said John Purcell, head of vegetable RRD. "Bayer is the leader in horticulture as well as vegetable seeds and is committed to inspiring and maintaining that momentum while providing farmers and customers across the value chain with the custom solutions they need at all levels of their operation. So, while this was the first Agriculture and Innovation Showcase at Woodland, we hope for many more in the future."

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