



News Release

New seed treatment system boost US agriculture

Monheim, September 15, 2011 – US growers need crop protection solutions to combat pests and diseases, for achieving quality yields. Seed treaters and seed companies require user-friendly seed treatment systems ensuring high-quality seed treatment application, minimizing human and environmental exposure. In the US market, there is a need for multiple in-can formulations and seed treatment systems which reduce time-to-market.

With the On Demand[®] seed treatment system Bayer CropScience provides tailor-made solutions for multiple broad acre crops to meet grower needs. Bayer CropScience offers business-to-business internet communication with seed company partners and custom seed treaters. The unique seed treatment system from Bayer CropScience allows for more efficient market introduction of new seed treatment products such as Poncho[®]/Votivo[®].

US growers benefit from high-value seeds which are protected from significant losses through seed diseases and pests. Seeds can be treated faster than traditional methods and with professional precision which can improve product effectiveness for the grower. Based on a rich amount of data growers and seed dealers can better plan the subsequent growing season. The “just-in-time” inventory management strategy allows seed dealers to optimize their inventory.

About Bayer CropScience

Bayer is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer CropScience, a subgroup of Bayer AG with annual sales of EUR 6.830 billion (2010), is one of the world’s leading innovative crop science companies in the areas of crop protection, non-agricultural pest control, seeds and traits. The company offers an outstanding range of products and extensive service backup for