

At Bayer Agro Arena 2017: New opportunities for sustainable yield protection

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On three pilot platforms – in the village of Byalo pole, Stara Zagora region, the town of Kneja and the village of Popgrigorovo, Dobrich region, Bayer presented to the large professional audience from all over the country the action and effects of its product arsenal for the sustainable protection of the five strategic agricultural crops in Bulgaria – wheat, barley, sunflower, oilseed rape and maize. The team of the magazine “Plant Protection” attended the event in the village of Byalo pole and offers its readers its own commentary on what happened there, as well as some interesting facts from the successful course of the new concept EXTRA Success with Bayer.

Mr. Gabor Ravicki, Managing Director of Bayer Bulgaria and Country Manager of the CropScience division, welcomed the attendance at Bayer Agro Arena 2017 in the village of Byalo pole – more than 400 agricultural

producers from Southern Bulgaria who honoured the invitation to be here at this very special meeting initiated by the team of the German company. He noted that the field events are very special and explained that the real working environment of the pilot platform makes it possible to achieve three objectives. The first of them – to adapt in the best possible way Bayer’s technological complexes to the specific needs. In this way the company proves to a broad professional audience that the corporate technologies work very well against all pests in agricultural crops, regardless of the complex climatic and phytosanitary environment. Second, Bayer presents its latest innovations in the product portfolio. And third: Bayer welcomes its partners – customers and distributors – in an informal setting that is conducive to frank conversations, exchange of opinions and ideas, discussions and debates. The Bayer team, including the specialists from the headquarters in Sofia, are here and ready for dialogue. This is a good way, according to Mr. Ravicki, to strengthen the company’s relations and cooperation with its partners and the market.

The concept EXTRA Success with Bayer conveyed several strong messages during the spring editions of Bayer Agro Arena 2017. One of them is that Bayer is the company which this year offers the most innovations for the protection of the five strategic agricultural crops in Bulgaria. This is yet another indication that Bayer has the largest-scale investment contribution to the intensification and modernisation of plant protection in our country. It also means that the creative genius of the German agrochemical giant generates new energy, a new conceptual charge, a new spirit in the corporate pesticide portfolio. The key word in Bayer’s creative laboratory is discovery. Bayer is changing the world of plant protection, making it safer, more sustainable, more effective and safer. A shield against the new challenges in global agriculture – the increasingly uncertain climatic and phytosanitary environment, in which, under complex and dynamic conditions, ever more agricultural production has to be obtained. It is logical that this unique high-value capital should be positioned in the fastest possible way and work to guarantee the health status of agricultural crops. It can already be stated with a maximum degree of confidence that Bayer’s division in our country is taking a very active part in the fulfilment of this mission.

Uti Bachvarov’s culinary show was the “highlight” of the entertainment programme

Uti Bachvarov thanked Bayer for the great honour to demonstrate his skills not only on the TV screen but also in a field kitchen under the open sky. With a great dose of artistry, aristocratic demeanour, unique temperament and strong emotion, the recognisable face of Bulgarian culinary art “cooked” dinner for 400 mouths – local farmers, connoisseurs of good food.