

Bayer defines comprehensive solutions for a sustainable agricultural model with a clear vision for its digital future

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At three representative forums for innovators – in Plovdiv, Varna – Golden Sands, and Pravets, the team of the German company, a global leader in the agronomic and seed industry, launched its commercial campaign for 2018.

The professional interest in this informational format of Bayer is traditionally remarkably high. Present here was the elite of today's modern Bulgarian agriculture – successful producers from all parts of the country, who came to hear the latest news from their highly authoritative, responsible and loyal partner.

A special guest at this key event from the company's working calendar was Ralitsa Yanakieva, until recently Head of the Crop Science Division of Bayer Bulgaria, who is continuing her career development at the company's headquarters in Germany.

Mr. Gabor Raviczki, Managing Director of Bayer Bulgaria and Country Manager of the Crop Science Division, assured the professional audience that Bayer, in its capacity as a global leader in the agrochemical and seed industry and a responsible partner of agricultural producers, is committed to and responsibly fulfils its corporate commitment to formulate and offer comprehensive solutions for a sustainable and profitable model of agriculture with a clear vision for the future. Today, many issues for which Bulgarian farmers are also seeking solutions, many and varied challenges, are in the focus of the company's management. Such as: what agriculture will look like in a few years, what changes will occur in the new EU programming period? Our goal, stated Mr. Raviczki, is to predict, in the most accurate and correct way, the dynamics, future tendencies, trends and phenomena, so that Bulgarian farmers have the opportunities and tools to build sustainable production and a profitable business that generates added value and a secure investment resource. One of Bayer's policies, which has access to many information sources and broad-based professional expertise for analysing the collected material, is to use them in the service of its millions of partners worldwide.

The expertise of Bayer Bulgaria states with categorical certainty: this spring the phytosanitary situation in cereal crops in our country will be complex. The scenario is multidimensional and diverse. It requires rapid decisions and even faster actions! The mild, snowless winter has triggered an additional dose of activity of the disease-causing potential, which, together with the accumulated inoculum, will complicate the epidemiological situation and exert strong pressure on the winter crops. In this complex situation, according to Zhecho Murzov, Sales Manager of Bayer Bulgaria, monitoring, forecasting and diagnostics, as well as an adequate strategy for action, are of key importance.

Ivelin Tonchev, Technical Development Manager of Bayer Bulgaria, announced the latest results from precise trials with the fungicide **Aviator Xpro** at Bayer's Agro-Innovation Center in the village of Gorna Mitropolia, Pleven Region. **Aviator Xpro** has a proven positive effect on the physiological processes of wheat, barley, triticale and oats. The results clearly demonstrate that **Aviator Xpro** accelerates photosynthesis and increases the photosynthetic surface of the plant's flag leaf. The result is clear – 15–16% higher yield! The trials in the village of Gorna Mitropolia convincingly proved that the effect of **Aviator Xpro** is far more convincing than that of conventional co-formulations of triazoles and strobilurins.

Ralitsa Yanakieva announced the news about the successful launch of Bayer's corporate project **Digital Farming** first in North America and soon in Europe. Bayer's new virtual product, called **XARVIO**, has been uploaded to Google Play and was demonstrated to the guests during the meeting. The huge "machine" Bayer is working on a broad front and is moving forward step by step, in the right direction!

The best way to predict the future is to create it. This is part of the philosophy of Bayer's corporate management. And many examples prove that this is not a self-serving, ceremonial phraseology. Bayer has taken **digital farming** out of the realm of science fiction. This is a revolution that will fundamentally reshape the agricultural map of the world.