

Bayer: Sustainable growth of global agricultural production is without alternative, of vital importance for humanity!

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The team of Bayer Bulgaria, Crop Science Division, organized a special meeting in the capital with journalists from agricultural media. The topic of this initiative was the future of global agriculture and Bayer's participation in its global transformation and digitalization. The event took place in the University Botanical Garden, an oasis in the urban jungle, an emblematic symbol of the connection between man and nature, miraculously preserved intact.

The starting position on this sensitive topic is perfectly clear. According to all authoritative demographic forecasts, by 2050 the world's population will reach 9 billion people. This means that agricultural production must be increased by 50%. A more than ambitious task, considering the major and highly provocative challenges: an increasingly uncertain climatic and phytosanitary environment, an increasingly active cross-border invasion of pests, a lasting trend towards loss of arable land – every year, on a planetary scale, it decreases by 12 million hectares!

What is the mission of Bayer, the world's leading company in the agrochemical and seed industry, in this extremely complex, volcanically dynamic situation of key importance for the future of the world?

The multinational company Bayer is the largest visionary and innovator, investing a colossal budget in its scientific and research activities. The results are evident: Bayer is changing the world of crop protection and plant breeding. This large-scale and broadly formatted capital, together with the company's leading role in the digitalization of global agriculture, represents the contribution, mission, and vision of corporate engineering for creating sustainable models of agricultural production, for positioning new strategies for personal security of farming enterprises, and for increasing their productivity. Bayer has the capacity, the readiness, a strong commitment, and leadership ambitions to participate in the global transformation of agriculture, a fundamental potential for ensuring a sufficient and high-quality food supply for the world's population.

Bayer's message is defined with utmost clarity. Change is needed in global agriculture, a far-reaching change in current perceptions, stereotypes, patterns, and routine practices. Change at all levels – policy, administration, production. It is necessary to act swiftly. The indications of the need for this acceleration are visible to each of us. Food is sold in supermarkets, but it is produced in the field! For this to happen smoothly, a mandatory condition is to ensure sustainable growth of global agricultural production!