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Extra success with Bayer: A project with a new horizon and energy, with new dynamics and objectives

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At three regional meetings – in Varna, Pomorie and Pravets, the team of the German agrochemical and seed company presented to the agricultural community in the country its large-scale commercial project EXTRA SUCCESS WITH BAYER, based on a large number of innovations in the product portfolio, loyal partnership and a corporate toolkit for real-time dialogue, which will generate additional momentum in the business campaign in 2017. The company's market leadership will also guarantee the profit of the producers who have made their choice to work with Bayer.

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The team of the magazine “Plant Protection” attended Bayer’s technical meeting at the Grand Hotel “International”, the emblem of the Golden Sands resort near Varna. More than 600 large agricultural producers from Northeastern Bulgaria – Varna, Dobrich, Silistra, Shumen, Targovishte and Razgrad, and distributors from the country had the privilege to be the first to receive exclusive information about Bayer’s commercial strategy for the spring of 2017.

The Country Manager and Managing Director of Bayer Bulgaria, Gabor Ravicki, personally greeted the professional audience that honored this key event from the company’s business calendar. The head of the division emphasized the fact that “Bayer is a company driven forward by innovation!” The mission of our team, he stated, is to find the shortest way for these innovations to reach the farmers in the country as quickly as possible. Long-term partnership is one of the basic policies through which we understand what agricultural producers need in order to protect, with high efficiency, the health status of their crops and plantations, to produce more and higher-quality output with our products, and to make their work cost-effective and profitable. Another element of our market strategy, summarized Mr. Ravicki, is the high quality of information and communication, which lies at the core of the definition of a correct, accurate and economically well-founded choice for agricultural producers. According to the company, in Bulgaria every third farmer uses Bayer products, which is an indication of great trust. “Our ambition is for our new project for 2017, EXTRA SUCCESS WITH BAYER, to become a project with committed supporters,” stressed Gabor Ravicki in his address.

Eleonora Markova, Marketing Manager of Bayer Bulgaria, shared with the numerous attendees that the feeling of respect for the profession of the farmer is very special! Agriculture is a way of life, filled with many challenges. If the farmer has problems, the entire country has problems!

Bayer is a company driven by innovation!

Last year Bayer opened the first multipurpose center for agro-innovation in Bulgaria. The 50-decare platform, technologically equipped with the most modern facilities and machinery near the village of Gorna Mitropoliya in the Pleven region, provides a fast track for the adaptation and transfer of scientific achievements. The system offers scientific and production resources for formulating precise managerial and technological solutions for achieving a high health status of the five strategic agricultural crops in our country – wheat, barley, maize, sunflower and oilseed rape. At the center, Bayer plant protection products are used in statistically based trials with the aim of adapting them to local conditions.

EXTRA SUCCESS WITH BAYER is the brand that also brings together packages for various agro-services and programs in 2017. The agro-consulting sector includes: development of plant protection programs for individual crops, tailor-made solutions for the control of economically important diseases, pests and weeds, expert advice and training, technical meetings. The agro info sector: bulletin for agri-market information, an up-to-date List of Plant Protection Products authorized for use in Bulgaria. The agro forecast sector: meteorological bulletin on the expected weather in the short- and medium-term period.

To facilitate the search for solutions against significant diseases and pests, Bayer has created the first electronic catalogue in our country – an online search engine for registered plant protection products. Here you can find

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up-to-date information at any time of the year – http://www.katalograstitelnazashtita.bayer.bg/

In April, announced Eleonora Markova, Bayer's Bonus Club will be relaunched, providing preferences for additional services, seed supply, solutions for sustainable agriculture, and opportunities for travel to distant and exotic destinations.

In 2017, a mobile application for precision agriculture is also expected to become operational. "The class of masters" will have the privilege to communicate and consult with scientific teams of Bayer and other institutions around the world, which means the opportunity for informational access to know-how, individual expert advice and scientific achievements in the practice of plant protection and production.

You can read more details about Bayer's new portfolio and the project Extra Success with Bayer in issue 2/2017 of the magazine "Plant Protection".