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Bayer Crop Science: A Salvo of Innovations in Crop Protection!

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Alexander Bushermiole and Ralitsa Yanakieva, Business Manager of Bayer CropScience Bulgaria, extended their special greetings to the key agricultural producers from Northwestern and Central Northern Bulgaria. "***You are people with a strong professional background, the faces of the new Bulgarian agriculture, part of the European agri-space***", noted Ms. Yanakieva. She assured those present that Bayer CropScience this year, too, will demonstrate the highest levels of its corporate commitment and its responsibilities to support Bulgarian agriculture in the process of intensification and modernization of plant protection as a factor for profitable production.

Zhecho Murzov, Marketing Manager of Bayer CropScience Bulgaria, and Ivelin Tonchev, Manager of Technical Development of the company, situated Bayer's concept for comprehensive protection of cereal crops. The corporate engineering offers solutions for every phytosanitary situation. This year, Bayer is positioning 5 new

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products on the market – the herbicides **Buctril Universal** and **Adengo**, the fungicides **Sfera Max** and **Zantara**, and the insectofungicide **Junta Quattro** for seed treatment of wheat and barley.

The new product offerings are a convincing example that the discovery complex of the world leader in the agrochemical industry – Bayer CropScience – is working at full capacity and the results of this dizzying activity are before us. The innovations reaffirm the fact that the process of building upon all corporate technological projects continues at a high pace and in real time. These pesticide products with bright individuality, identity, and inimitable character generate new dynamics in plant protection practices, create additional flexibility and adaptability in their application schemes and the effects of their action.

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Bayer CropScience Bulgaria started the new season in the most positive and promising way possible – 5 new plant protection products, this fact impresses and commands respect, increases the competitiveness of the commercial portfolio. The exceptionally high achievement is a major investment impulse for Bulgarian agriculture. "***The interest that the most innovative agricultural producers in the country show in our market presence this year on the pesticide market is an indication that we are moving in the right direction***", pointed out Ralitsa Yanakieva. She added that the corporate project for innovation transfer is a multifactor system for open communication with the country's farmers. The goal is for the exclusive information about the company's product resource and its potential capabilities to solve all plant protection-related problems in the fastest and most convincing way possible, to reach in an authentic and correct form the greatest possible number of interested parties. In this regard, shared Ms. Yanakieva, the team members are maximally motivated to participate actively in the partnership dialogue. ***We, at Bayer CropScience, she stated, do not identify ourselves as traders, but as trusted consultants.*** In these our consultancy formations, we also include scientific capacities in the fields of herbology, phytopathology, and entomology.

Bayer CropScience is an investor with a clear goal and mission: it offers a peak achievement for Bulgarian agriculture and solutions for every phytosanitary situation. This means it offers plant protection of a new generation, it means achieving a high health status of agricultural crops, it means predictability and sustainability of production. /***PP***/