

Bayer Agro Arena: Multifunctional Plant Protection of the Highest Class!

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At four pilot platforms in Nova Zagora, the village of Dropla, Silistra region, Ruse, and the village of Sofronievo, Vratsa region, Bayer CropScience presented to the country's professional agricultural producers the results of testing its current commercial pesticide portfolio in real conditions, the development trends, and the horizons for their application in the main agricultural crops - wheat, barley, corn, rapeseed, and sunflower, as well as the range of rapeseed hybrids, a selection of the German company, which it offers on our seed market. These DMO platforms, according to the corporate marketing opinion of Bayer CropScience, create contacts between different professional circles and individual producers, accumulate feedback based on diverse opinions, attitudes, and interactions.

Ralitsa Yanakieva, manager of Bayer CropScience Bulgaria, confirmed the commitment and responsibilities of the globally leading German agrochemical and seed company to participate in the large-scale transformation of world agriculture to turn it into a sustainable production sector with guaranteed growth in an uncertain climatic and phytosanitary environment. To achieve this strategic goal, the Bayer CropScience project envisages an impressively large financial and scientific resource for creating an innovation pipeline. Innovations, according to the Bayer CropScience concept, are a recognizable characteristic of the brand, the fuel that launches the corporate mission into a new, higher orbit.

FULL INFORMATION ABOUT THE MEETING WILL BE PUBLISHED IN ISSUE 6/2015 OF THE JOURNAL "PLANT PROTECTION"