



One Step Ahead with Sustainable Agriculture

EARL des Bruyères – France



Bayer
Forward 
Farming

Sustainable Agriculture in Practice

Situated in the fertile Rhône Valley just outside of Lyon, EARL des Bruyères has been a family farm for many generations. Located on 425 hectares of land, much of which is dedicated to corn production, the farmers use integrated crop management to maximize yield and quality while minimizing environmental impact. As a Bayer ForwardFarm, EARL des Bruyères and Bayer partner in demonstrating the benefits of modern, sustainable agriculture.



Introducing EARL des Bruyères

**Owned by
Stéphane Peillet and
Laurent Bernoux**



Location:

Saint-Priest (69), near Lyon.



History:

A family farm for several generations, EARL des Bruyères was expanded in 2009.



Farming Land:

Clay loam, containing 30% stone.



Crops:

Corn, barley, wheat, oilseed rape, sunflowers and pasture.



Partners:

Local hunters federation, beekeepers, laboratory of entomology in Orléans, and chiropterologist.

EARL des Bruyères

Farm Profile



Key Elements

- 1 Weather monitoring**
Assessing leaf moisture, relative humidity, temperature, and solar radiation to optimize farm management.
- 2 Precision farming**
Improving efficiency of applications by using cutting-edge sprayers with GPS and low-drift nozzles.
- 3 Irrigation management**
Optimizing irrigation by using control tools such as tensiometric probes.
- 4 Fertilization management**
Fulfilling the nutrient needs of crops through fertilizer management software such as Farmstar®.
- 5 Soil analysis**
Conducting regular soil analysis to optimize organic and mineral fertilization, thereby preserving soil characteristics.
- 6 Sowing practices**
Implementing best practices in sowing to minimize the risk of wildlife exposure to treated seeds.
- 7 Protecting pollinators**
Welcoming beehives each spring and abiding by a charter of commitment for good agricultural and beekeeping practices.
- 8 Biodiversity**
Taking inventory of and monitoring wildlife, such as birds, earthworms and beneficial insects, and taking measures to protect biodiversity, including planting hedges.
- 9 Protected species**
Respecting good agricultural practices that protect the local bird species, Oedicnème Criard, nesting in the farm's corn.
- 10 User safety**
Partnering with Bayer to optimize personal protective equipment during crop protection product application and storage to maximize safety and comfort.
- 11 Wastewater management**
Designating a filling and rinsing station as well as installing the Phytobac® bioremediation system that ensures optimal on-farm wastewater management.
- 12 Partnerships**
Bringing together experts and community members to foster dialogue on modern, sustainable farming.

- Tailored Solutions
- Proactive Stewardship
- Partnerships



Bayer ForwardFarming provides an up-close look at how farmers are practicing sustainable agriculture around the world. Unique in its global reach the Bayer ForwardFarming network serves as platform for knowledge sharing and dialogue. Forward-Farmers deploy technologies and best practices that reduce agriculture-related greenhouse gas emissions, decrease the environmental impact of crop protection, promote biodiversity and conserve natural resources.

On the ForwardFarms, progress towards the Crop Science sustainability commitments truly comes to life.

Bayer ForwardFarming demonstrates solutions that support sustainability in agriculture across the following three components:

// **Care for Crops** – Every farm is different, and every field within a successful farming operation is unique. **Tailored Solutions** are needed to meet the needs of the individual farmer and their specific field – from the right seeds and traits to the correct type and amount of crop protection, to the digital tools and services that allow for good decision making and precision.

// **Care for the Planet and People** – ForwardFarming promotes and demonstrates **Proactive Stewardship** to protect human health and preserve the environment. Examples include addressing the safe and responsible use of crop protection products; soil health, biodiversity, and water conservation; and offering training in all of these areas.

// **Care for Partnerships** – Bayer ForwardFarming fosters **Partnerships** with agricultural value chain actors, research centers, universities, and other institutions to strengthen sustainable farming development.



For further information, visit our website:
www.forwardfarming.com

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