



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.



At Bayer ForwardFarms, farmers and Bayer experts demonstrate innovative solutions for sustainable agriculture that comprise three components:

// **Tailored Solutions** – Innovative products and services tailored to customer needs, including high quality seeds and traits, biological and chemical crop protection products and digital solutions. These solutions are backed by tailored services ranging from agronomic support, field demonstrations, diagnostics, and prediction tools to documentation.

// **Proactive Stewardship** to ensure product integrity (for seeds and crop protection products), protect human health, and preserve the environment. We offer training to raise standards of handling and usage, as well as to minimize any possible risks to human health and the environment.

// **Partnerships** to enhance the quality of life for farmers, communities, and society. Mutually beneficial partnerships that include all players in the value chain and help to leverage the potential for collaboration in modern 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



- Tailored Solutions
- Proactive Stewardship
- Partnerships

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.



For further information, visit our website:

www.forwardfarming.com

Follow us on Social Media:



Bayer CropScience
#ForwardFarming



Bayer4Crops
#ForwardFarming

Contact Us

Bayer S.A.S.

16 rue Jean Marie Leclair
69266 Lyon Cedex 09
France

Pierre-Yves Yeme

Mobile: +33 07 86 13 42 27
Mail: pierreyves.yeme@bayer.com

www.bayer.fr

EARL des Bruyères Stéphane Peillet and Laurent Bernoux

Chemin de St Bonnet de Mure
69800 St Priest
France

© 2020 Bayer AG
SBS-20-1086