One Step Ahead with Sustainable Agriculture

A collaboration between the Hollabrunn Agricultural College and Bayer

Bayer Forward Farming

Sustainable Agriculture in Practice

Acting economically and ecologically smart: At the Hollabrunn Agricultural College, students are trained in theory and practice for agricultural professions. Practical training takes place at the teaching and experimental farm on site. Emphasis is made on innovation in ecology and economy. Bayer ForwardFarming supports the agricultural college with innovative solutions and projects in the areas of biodiversity, water and user protection, consulting and digital services.

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.

The collaboration between Bayer and the Hollabrunn Agricultural College is one of its kind, however integrating the scope and intensity of the three above-mentioned areas, accordingly.

Introducing Hollabrunn Agricultural College

Location:
Hollabrunn, northwest of Vienna.

History:
The college was founded in 1903 as a winter school and operates a working farm and vineyard.

Soil:
Sedimentary soil consisting of loess sediment of incoherent morphology – sandy/silty with only moderate clay content.

Crops:
Winter wheat, winter barley, corn, sugar beet, soybean, potato, fruit, grapevines, field vegetables, and more.

Partners:
The collaboration between the Hollabrunn Agricultural College and Bayer is just one example of the comprehensive projects with various partners that are being pursued to advance agriculture.

Overview of the *Sustainability Activities*

Tailored Solutions

Product Stewardship

Key Elements

1 ***Seeds***
High quality, certified seed provides the basis for good yields.

2 ***Crop protection***
The combination of chemical and biological crop protection products, as well as biotechnical measures in an integrated crop protection program, allow for high-quality, sustainable yields.

3 ***Digital solutions***
support the farmer in his or her decisions. Crop protection applications are optimized, and the environment is preserved.

4 ***easyFlow M***
protects the farmer and preserves the environment. With this closed transfer system, crop protection products are safely transferred.

5 ***Safe storage***
Crop protection products are safely stored in a suitable warehouse and are available when needed.

6 ***Flower strips***
Annual and perennial flower strips in strategically favorable locations protect native flora as well as birds, beetles and earthworms.

7 ***Phytobac®***
System in which microorganisms degrade crop protection product residues in order to protect water.

8 ***Skylark plots***
Small open plots in grain fields help threatened skylarks to land and nest safely.

9 ***Insect hotels***
Inside this breeding aid, wild bees and other pollinators enjoy protection from predators and weather. The insect hotel was built by students.

10 ***Rock piles and beetle bank***
The loose soil of a beetle bank provides an ideal habitat for beetle species that build their nests below the earth's surface. Lizards and slowworms can find an airy and warm shelter inside a rock pile.

11 ***Preventing erosion from wind and water***
In addition to the implementation of erosion prevention projects for tillage and greening systems, wind protection hedges are installed to prevent wind erosion and serve as a shelter or food source for wild animals, insects and birds.

Contact

Bayer Austria GmbH
Crop Science Division
Herbststraße 6–10
1160 Vienna
Austria

www.agrar.bayer.at
www.forwardfarming.com

Hollabrunn Agricultural College
Sonnenleitenweg 2
2020 Hollabrunn
Austria

www.diefachschule.at

SBS-19-1071