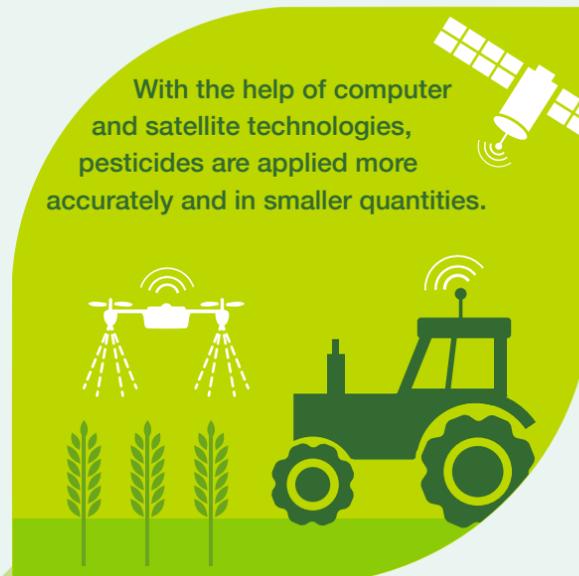
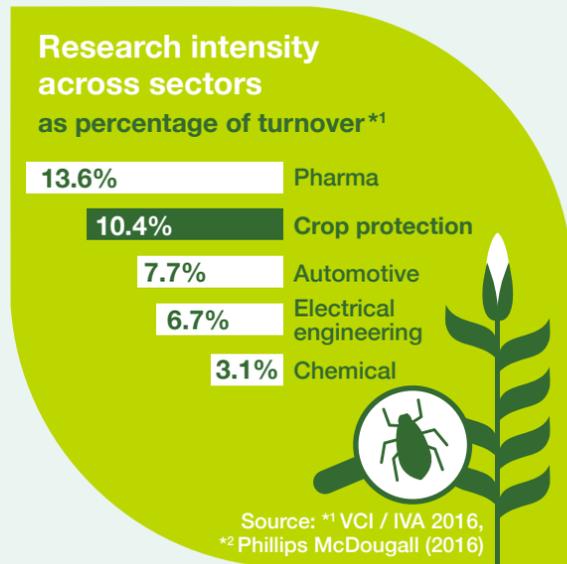


AGRICULTURE IN NUMBERS

RESEARCH & DEVELOPMENT

It takes 286 million US-dollars to develop a new crop protection product.*2



DIGITAL AGRICULTURE

In 2050, agriculture will need to produce almost 50 percent more food, feed and biofuel than it did in 2012. The FAO sees digital technologies as essential to reach this.

LESS IS MORE

Farmers today use significantly smaller amounts of herbicides than in the past. Continuous research and new developments in crop protection, as well as seed innovations, contribute to more efficient usage.

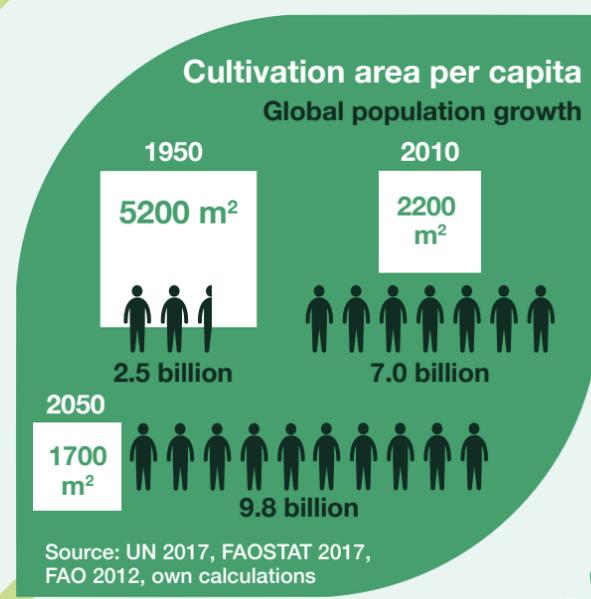
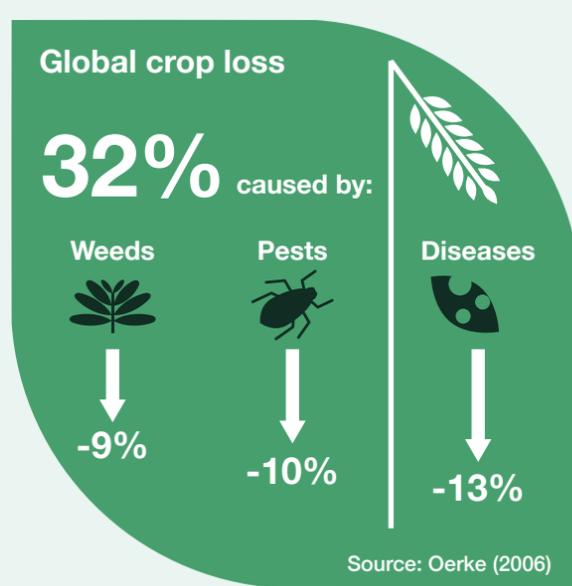


SAFETY

Crop protection products are among the most thoroughly investigated chemicals in the world. Only 1 active substance in 160,000 researched molecules receives an authorization.*1

BENEFITS OF CROP PROTECTION

Crop protection is vital to protect plants and the harvest. Farmers use these products to ensure high yields of the best quality food, now and in the future.



POPULATION GROWTH

A mere 3% of the earth's surface can be used for agriculture. As the world's population grows, the cultivation area per capita drops drastically.

SOIL PROTECTION

For every PPP registered, it has been demonstrated that the potential risks for soil organisms is acceptable to ensure that soil productivity is not affected.

