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News Release

Utilizing Digital Platforms to Help Farmers Improve Agricultural Productivity

Bayer Pakistan Facilitates Knowledge Sharing Among Farmers through its Learning Center

Lahore, June 16, 2020 – Bayer Pakistan’s Crop Science division organized a Digital Farmer Learning Center, streamed live on social media from the company’s Punjab-based research facility, to promote the adoption of best farming practices, and showcase Bayer’s latest technologies along with high-performing seed and crop protection products.

Even during the COVID-19 pandemic, agriculture is one of the critical sectors that must continue to operate as usual to ensure food security in the country. To continue serving farmers all over Pakistan, Bayer is leveraging technology and digital media to ensure business continuity.

Maria Saleem, Country Commercial Lead of the Crop Science division of Bayer Pakistan, believes that companies need to look beyond traditional marketing activities as they navigate this global crisis. “While face-to-face interactions and farmer gatherings have been proven to be effective in the past, we must adapt to the limitations and restrictions posed by the pandemic,” Ms. Saleem explained.

She further stated that “Bayer Pakistan’s Crop Science division is on the frontline, working tirelessly to ensure farming activities go ahead unhindered, and making use of digital platforms to communicate with farmers.”

With social distancing the current norm, Bayer is adopting innovative ways to connect to its consumers. As a result, this event was broadcast live via Facebook and offered farmers all over Pakistan an opportunity to witness field demonstrations for high-yielding seed varieties, receive detailed briefings on the latest agriculture products and technologies, and learn about best agronomic practices.

This Digital Learning Center initiative is one example of how Bayer is successfully overcoming the challenges associated with the pandemic to remain connected with farmers; the event reached more than 87,000 users with 33,000 unique viewers participating in the live stream.

Chaudhry Safdar Ali, a farmer from Gujranwala district, praised Bayer Pakistan's digital outreach initiatives and believes that farmers are increasingly being made aware of the digital tools and platforms available to them to learn about the agronomic practices and crop technologies.

"It is encouraging to see that companies such as Bayer Pakistan are finding novel methods to interact with farmers and continue providing us with opportunities to learn about the latest trends, technologies and farming practices," he said.

About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2019, the Group employed around 104,000 people and had sales of 43.5 billion euros. Capital expenditures amounted to 2.9 billion euros, R&D expenses to 5.3 billion euros. For more information, go to www.bayer.com.

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