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Bayer launches Ougude in China, bringing next-generation seed treatment technology to corn growers

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Bayer Crop Science China has introduced Ougude, a next-generation seed treatment product designed to strengthen disease protection and crop establishment in corn production, marking a significant milestone in the companyâ??s SeedGrowth strategy in China.

The launch follows seven years of research, development and validation across more than 200 field trials conducted in major corn-growing regions throughout the country. Bayer positions Ougude as a broad-spectrum seed treatment solution capable of delivering comprehensive protection against key soil-borne and seed-borne diseases while supporting stronger crop performance from planting through harvest.

Built on a combination of the active ingredients ipconazole and metalaxyl-M, and enhanced through Bayerâ??s proprietary nano-scale formulation technology, Ougude is designed to offer broad-spectrum disease control, systemic and contact activity, high efficacy and crop safety.

Robert Puhl, Bayerâ??s Segment Management Lead for Corn and Seed Growth & Resilience Strategy, said the product reflects years of collaboration across Bayerâ??s global and regional research networks.

â??Bringing Ougude to growers in China is the result of close cooperation between our global teams, local experts and trusted partners. Our goal remains helping farmers establish healthy crops and achieve more productive harvests,â? he said.

Addressing Disease Pressure in Chinaâ??s Largest Grain Crop

Corn remains Chinaâ??s most widely cultivated grain crop, but it faces disease pressure throughout the growing season. Seedlings are particularly vulnerable to pathogens such as Fusarium, Pythium and Rhizoctonia solani, while later growth stages can be affected by head smut and stalk rot, both of which can significantly reduce productivity.

According to Bayer, multi-year field evaluations demonstrated strong performance across diverse growing conditions. Trials showed seedling blight control levels reaching up to 95.5 percent, while emergence rates improved to 94 percent compared with 88 percent in untreated controls.

The company also reported improvements in plant vigor, chlorophyll content and biomass accumulation, particularly under challenging conditions such as drought and low temperatures. Long-term multi-location studies indicated average yield gains ranging between 20 and 30 percent in treated corn fields.

Dual-Active Protection and Nano-Scale Delivery

The technology combines two complementary fungicidal modes of action. Ipconazole, a triazole fungicide, targets major fungal pathogens including Fusarium, Rhizoctonia and smut diseases, while metalaxyl-M provides protection against oomycete pathogens such as Pythium and Phytophthora.

Bayer said laboratory evaluations demonstrated exceptionally high biological activity from the ipconazole component, while the use of the highly active R-isomer in metalaxyl-M enables effective disease control at significantly lower application rates than conventional formulations.

A distinguishing feature of Ougude is its nano-scale particle formulation. With a particle size of approximately 753 nanometers, Bayer says the product delivers more uniform seed coverage, improved adhesion and enhanced penetration into seed surface structures. The thinner coating layer also improves breathability, helping support germination and early seedling development.

The formulationâ??s efficiency enables application rates of just 20â??30 milliliters per 100 kilograms of seed, substantially lower than many conventional seed treatment products used in corn production.

Supporting Differentiation in Chinaâ??s Seed Market

The launch comes as Chinaâ??s seed industry undergoes increasing consolidation and competition. With corn seed inventories remaining high and product differentiation becoming more difficult, seed treatments are emerging as an important value-added component for both seed companies and growers.

Industry observers note that seed-applied technologies are increasingly viewed as a practical risk-management tool, particularly during the critical first month after planting, when crop establishment often determines final yield outcomes. By improving emergence consistency, reducing disease losses and strengthening early-season stress tolerance, Bayer believes Ougude can help seed companies enhance product value while providing growers with greater confidence in crop performance.

Expanding Beyond Corn

Ougude has already secured registration for use in corn and peanut production in China. Bayer plans to expand applications into additional crops, including rice, soybean and garlic, broadening the productâ??s relevance across multiple production systems and agricultural regions.

The launch underscores Bayerâ??s continued investment in seed treatment innovation and reflects the companyâ??s broader strategy of integrating crop protection, seed technologies and agronomic support to improve productivity and resilience across global farming systems. As Chinese agriculture continues to prioritize yield stability, disease management and input efficiency, Bayer is positioning Ougude as a technology platform capable of delivering value from the moment a seed enters the soil through to harvest.