

Bayer strides in new business models, seed innovation and fungicides

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The 20th edition of Tecnoshow Comigo, a multinational agricultural trade event, will take place between the 27th and 31st of March in the municipality of Rio Verde (GO), the U.S.

Participating in the major event, Bayer is presenting its Innovations in seeds, an unprecedented fungicide for soy farming, state-of-the-art digital tools and new business models at the occasion. With global investments of more than \$2.8 billion per year in Research and Development (R&D) for agriculture, the multinational will present the most advanced in biotechnologies, crop protection and digital tools for the field, demonstrating directly to farmers of the region how modern solutions can contribute to the growth of agricultural production in a sustainable way.

Bayer is introducing **Supra**, a new systemic fungicide, ideal for use in controlling diseases in soybeans. The formulation demonstrates effectiveness in different stages of the infectious process of diseases such as Asian rust, target spot, brown spot, anthracnose, cercospora and powdery mildew.

Similarly, for corn, Bayer is presenting two innovative products, the insecticide **Curbix**®, which has a highly efficient contact effect against both leafhoppers and bedbugs, helping in the integrated management of pests, and the **Verango Prime** nematicide, for the effective and long-term control of nematodes in maize, such as root-knot nematode (*Pratylenchus zeae*) and root-knot nematode (*Meloidogyne incognita*).

To unlock new opportunities to transform agriculture, Bayer portfolio is leveraging digital field innovation solutions and many crop protection solutions.