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Bayer unveils its first ever physical outlet for Brazilians farmers

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Bayer has unveiled its first-ever physical store pilot project in Rio Verde (GO), Brazil. The 700 mÂ² space "Agro Bayer Store" is Bayer's first and only physical store. The Store is part of the distribution strategy of the company's agricultural division. It will act as an additional channel to ensure farmers in the region have access to seed and biotechnology solutions, crop protection, and digital tools.

"Bayer has been present in Brazil for 126 years and we reinforced our strategy of focusing on the farmer, constantly seeking proximity to him to ensure that all Brazilian farmers have access to our solutions, providing more productivity and profitability to rural producers", explains the marketing director for Bayer in Brazil, Tiago Santos.

The store will act as a catalyst with current partners in the region, strengthening demand generation, presence in the field, generating closer proximity and connection with the farmer, according to the director.

According to the marketing director, the store itself will function as a large laboratory, making it possible to establish even closer ties with farmers. "We will learn more about the reality of our retail partners, thus modeling new solutions for the farmer and network of strategic partners, including distributors and cooperatives", emphasized Santos.

"We are experiencing a major transformation in the market. Farmers are increasingly demanding and in recent years we have experienced an accelerated transformation in market access with the entry of new players seeking consolidation", says Santos. "In some regions this process was more accelerated, causing ruptures in the reciprocity of consolidated partnerships

between distributors and Bayer".