



# Science for a better life, can we (re)connect to society?



**XXXIII EURAGRI  
Conference**

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# Our Purpose

Science For A  
*Better  
Life*





# Our mission

Transforming agriculture to benefit farmers, consumers and our planet



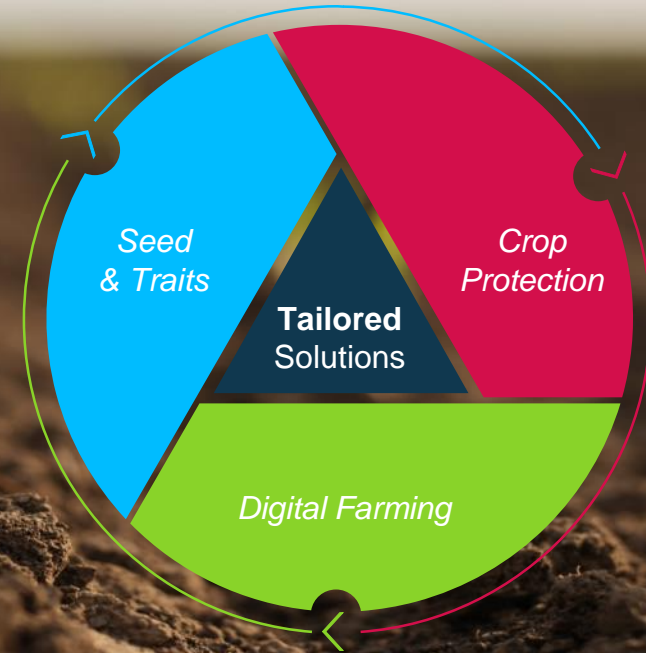
Deliver world-class innovation



Pioneer **digital transformation**



Set new standards in **sustainability**



*Tailored solutions are key to sustainably managing resources and improving productivity*



# Society



<http://greenpeaceblogs.org/wp-content/uploads/2013/04/BeeVote.jpg>



Greenpeace

Die Bundesregierung muss den Einsatz von Glyphosat einschränken!



**Aktion: Einsatz von Glyphosat verbieten!**



Glyphosat ist das meistgespritzte Unkrautvernichtungsmittel in Deutschland und der Welt. Bekannt vor allem unter dem Handelsnamen "Roundup". Es ist im Verdacht, Embryonen zu schädigen und Krebs auszulösen. Agrarminister Christian Schmidt muss damit beginnen, den Einsatz von Glyphosat zurückzudrängen.

**Jetzt aktiv werden!**

<http://www.bund.net/pestizide>



...gespritzte Unkrautvernichtungsmittel in Deutschland und der Welt. ... unter dem Handelsnamen "Roundup". Es steht im Verdacht, ... **igen und Krebs auszulösen**. Agrarminister Christian Schmidt muss den Einsatz von Glyphosat zurückzudrängen.

...ne E-Mail an Agrarminister Schmidt und fordern Sie die ... auf, den Einsatz des Unkrautkillers Glyphosat vor der Ernte ... **ieten!**

- EN
- INFORMIEREN
- SPENDEN

[/aktiv\\_werden/aktionen/glyphosat\\_verbieten/](#)



*What  
happened?*

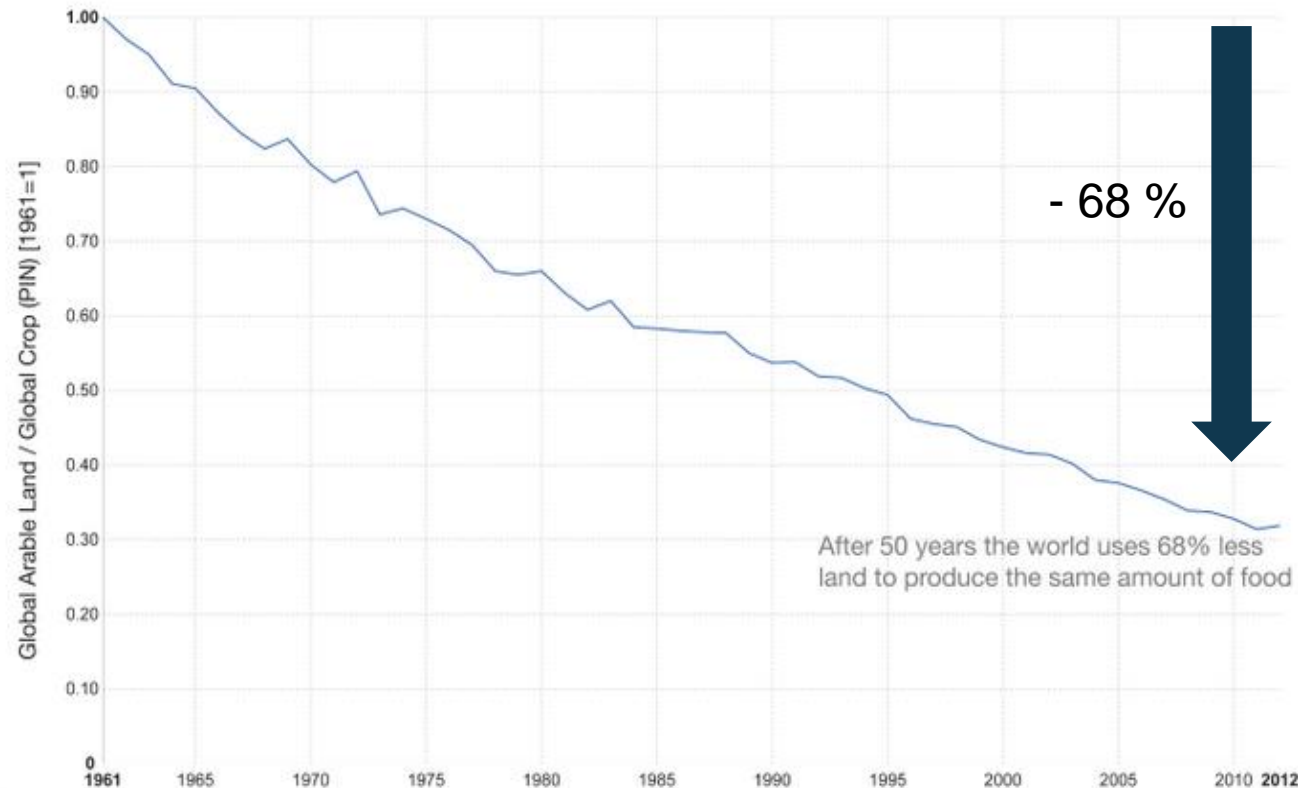


# High quality food production at affordable prices

Since 1961

Our World  
in Data

Arable land needed to produce a fixed quantity of crop products – Max Roser



Data source: FAO.

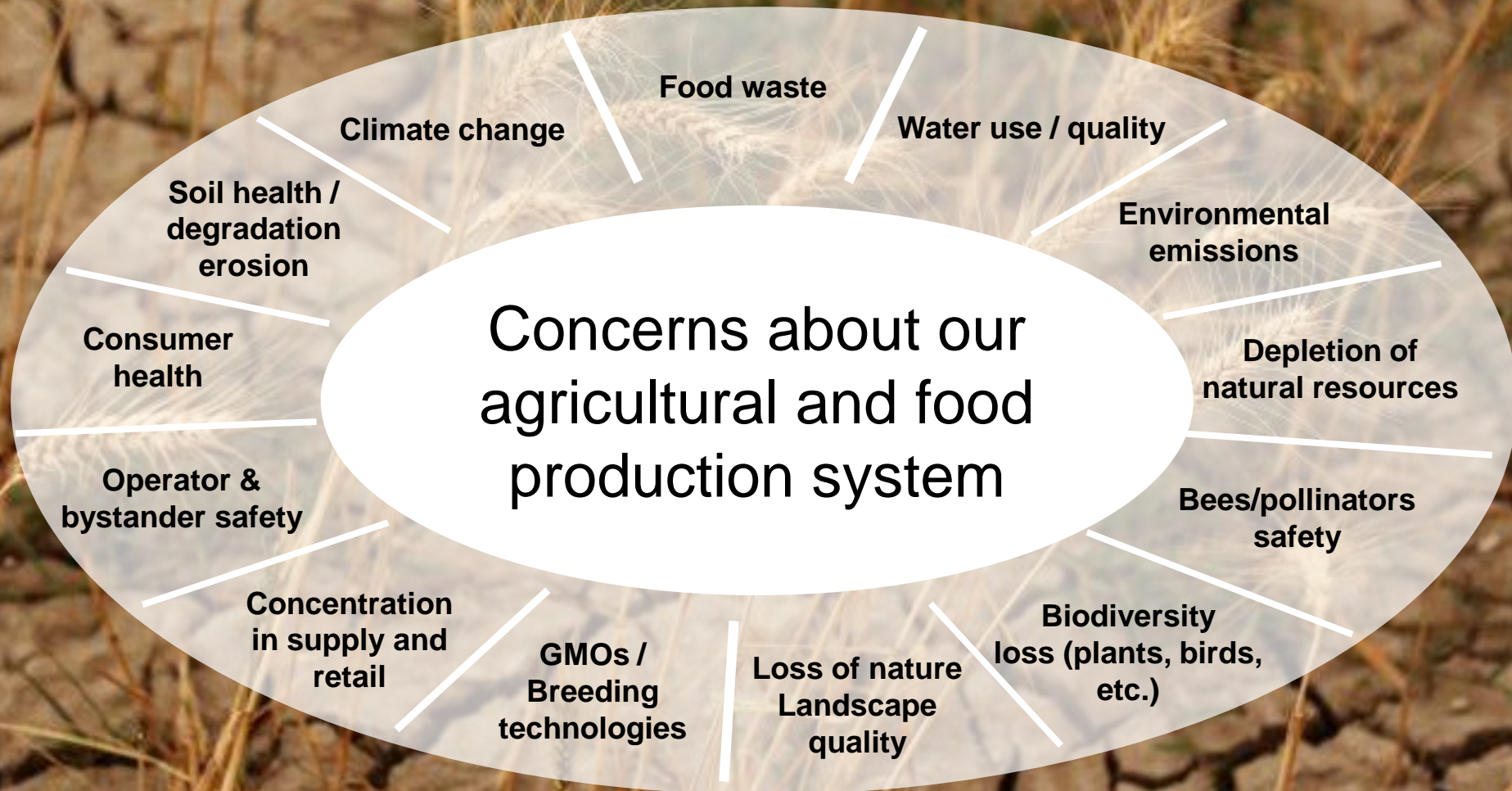
The interactive data visualization is available at [OurWorldinData.org](http://OurWorldinData.org). There you find the raw data and more visualizations on this topic.

Licensed under CC-BY-SA by the author Max Roser.

**3 X**  
**MORE ha**  
**needed without**  
**PRODUCTIVITY**  
**increase**



# Concerns about our agricultural and food production system



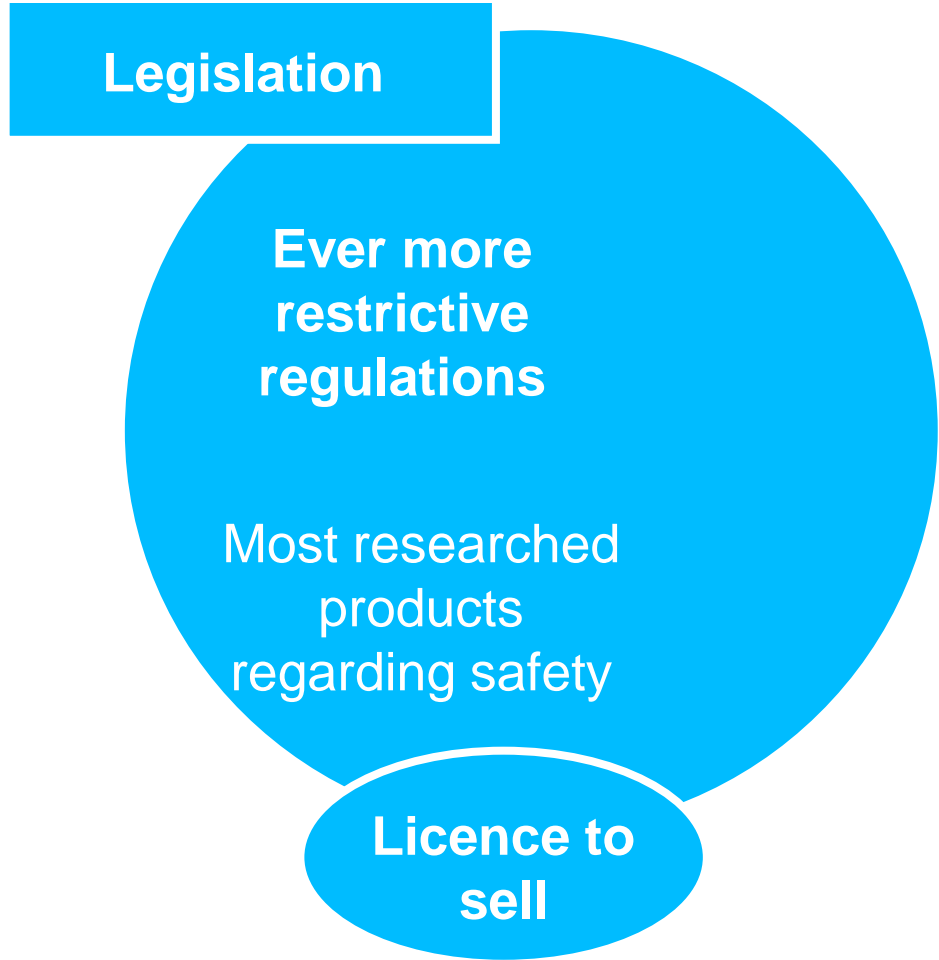


# *Drivers for the disconnect*





# Drivers for disconnection





# Hazard <> Risk





# Increasingly sophisticated measuring methods

**1 ng/kg**



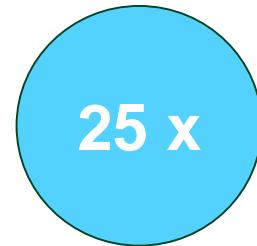


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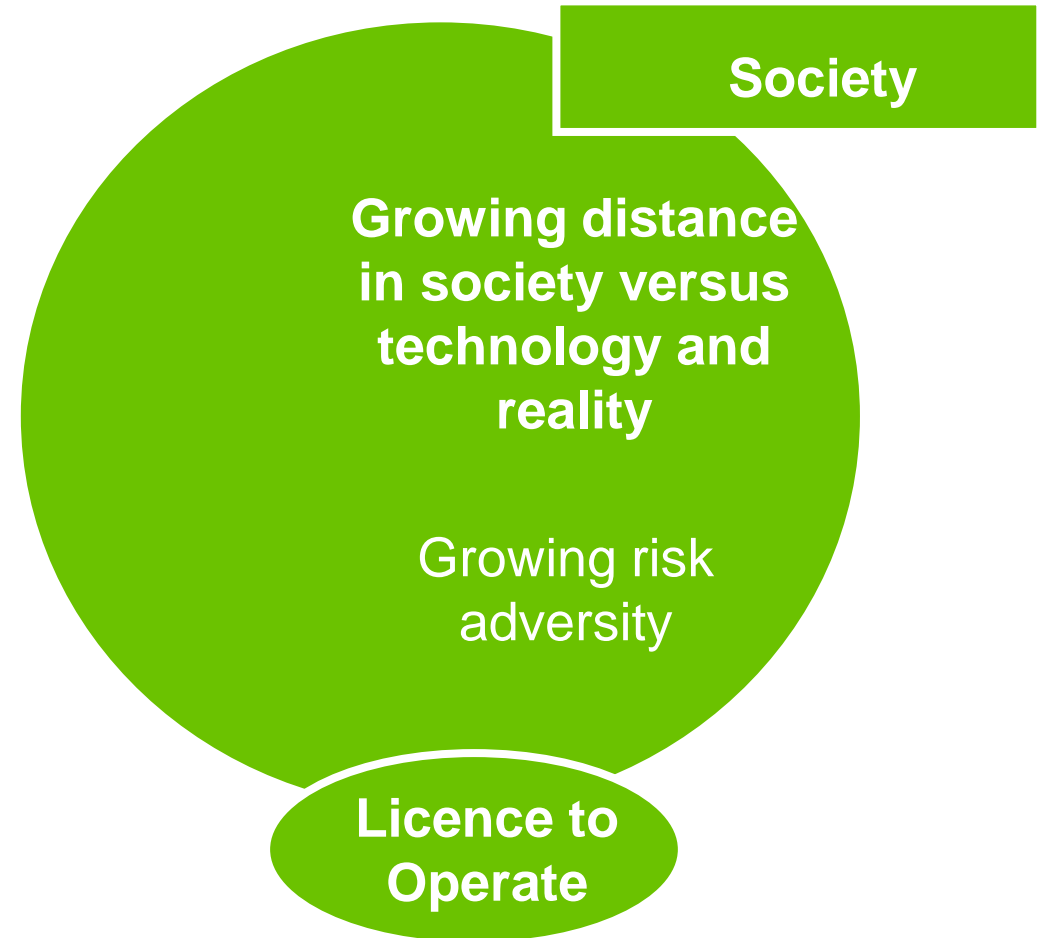


Thickness  
of a  
creditcard



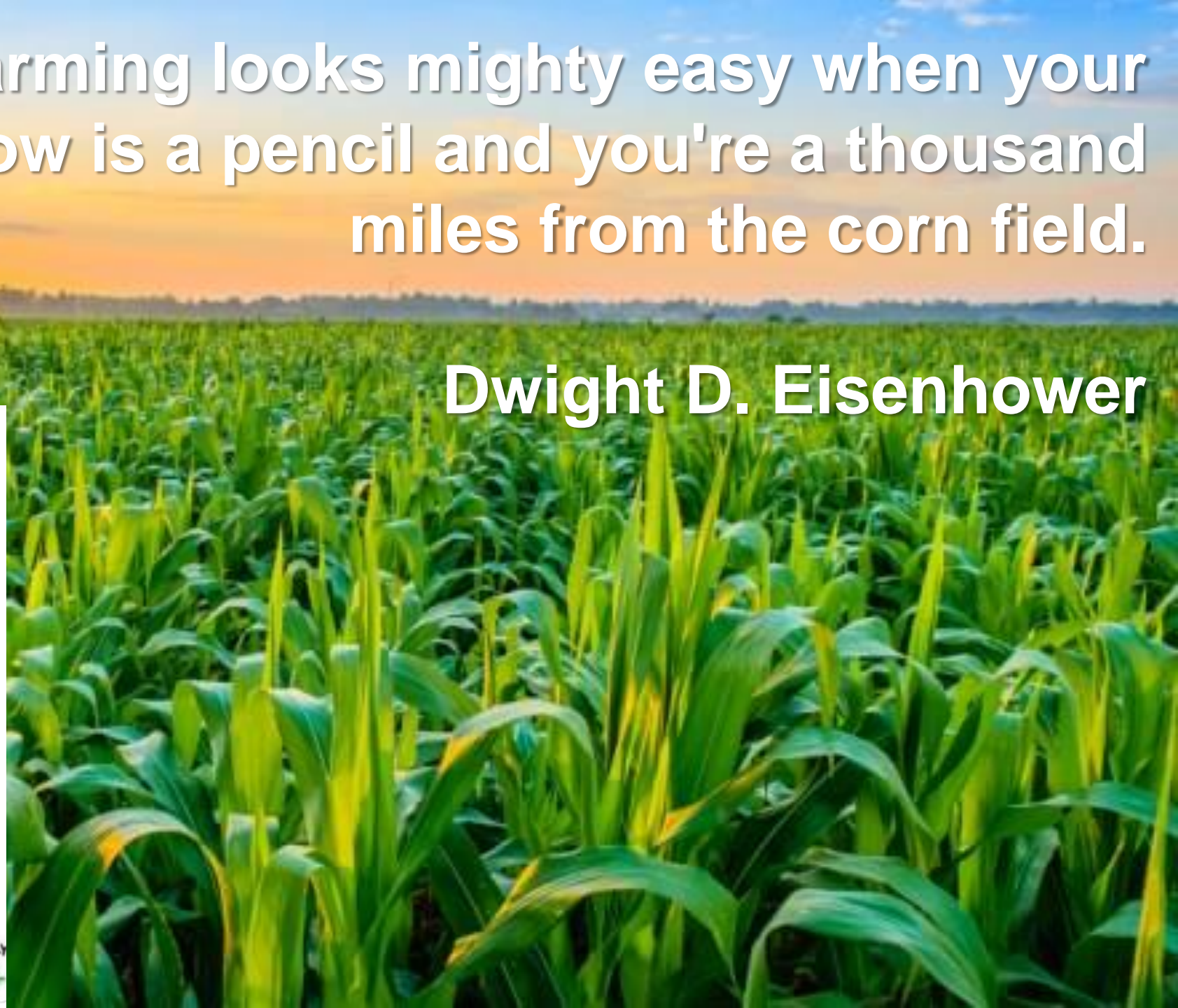
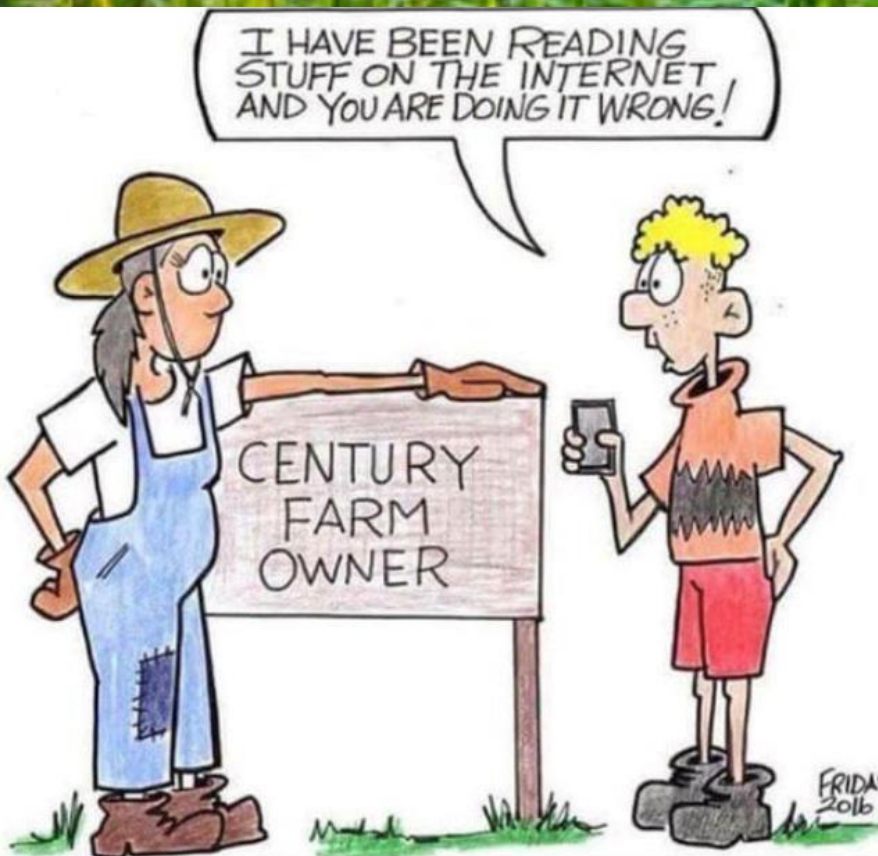


# Drivers for Disconnection



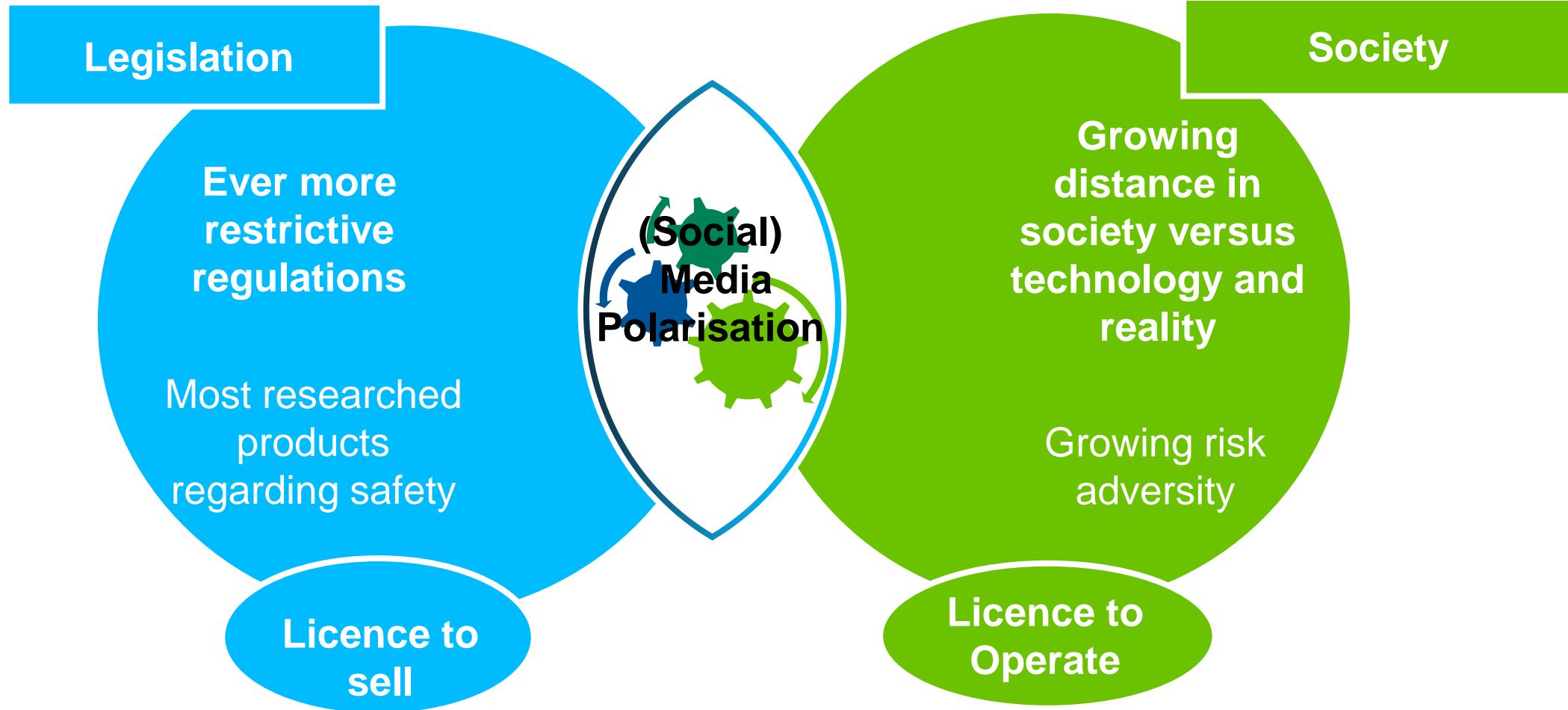
Farming looks mighty easy when your plow is a pencil and you're a thousand miles from the corn field.

Dwight D. Eisenhower





# Drivers for Disconnection





*The pessimist complains about the wind.  
The optimist expects it to change.  
The leader adjusts the sails.*

John Maxwell





# *Dialogue*



# We are committed to transparency and dialogue



## **Transparency Initiative**

[www.cropscience-transparency.bayer.com](http://www.cropscience-transparency.bayer.com)



## **Bayer Bee Care Program**

[www.beecare.bayer.com](http://www.beecare.bayer.com)



## **Ag Education & STEM Outreach**

[www.ag-education.bayer.com](http://www.ag-education.bayer.com)



## **ForwardFarming**

<https://www.cropscience.bayer.com/en/crop-science/forwardfarming>

***Foster dialogue to address concerns and explain the benefits of innovation to solve the greatest challenges of our time***



# Enabling access to our safety studies of our crop protection substances

Building society's trust through transparency



## ***Building society's trust through transparency***

*Through a specially designed website, both interested consumers and the scientific community can connect with us and our science.*

On [cropscience-transparency.bayer.com](https://cropscience-transparency.bayer.com) visitors can find:

- // **Study summaries and in-depth study reports\***  
(added on a rolling basis)
- // **Videos, infographics** and other communications materials to help put regulatory science into context

\*Full studies are available on request to non-commercial users only



# Bayer Bee Care Program

Improving pollinator health through collaborative research, communication and dialogue



## ***Feed A Bee***

- // Foraging and nutrition
- // Pollinator biodiversity

## ***Healthy Hives***

- // Research to combat honey bee pests and diseases
- // Hive management

## ***Sustainable Ag***

- // Responsible pesticide use
- // Beekeeper/farmer relations
- // Crop pollination

Our aim is to **protect pollinators** and **enhance crop pollination**



# Agricultural Education Program

Inspiring and engaging the next generation to learn more about modern agriculture and its role in sustainably feeding the world

1

## Youth AgVocate Summit

*Connecting and empowering the next generation of thought leaders in agriculture*

100 young leaders aged 18 to 25 from across the globe participate in a 4-day agricultural summit to explore solutions to fight global food challenges.

2

## Scholarships

*Growing the next generation of agricultural scientists*

The Jeff Schell Scholarship for Agricultural Science supports talented young researchers in the area of agricultural engineering, plant science and biotechnology.

3

## Partnerships

*Partnering with youth-ag organizations*

Bayer partners on a global and local level with agricultural youth organizations to ensure different perspectives and knowledge transfer.

4

## AgVocate Community

*Empowering young leaders to build networks and advocate on behalf of agriculture & its role in our society*



# Bayer Forward Farming

Advancing Sustainable Agriculture

## BAYER FORWARD FARMING



### Test & Share **KNOWLEDGE**

Test the **viability** and demonstrate the **sustainability** of our solutions under **real operational** agricultural conditions



### Enter into **DIALOG**

Facilitating the **dialog between leading farmers**, all interest groups and Bayer on sustainable agriculture



# *Commitments*



# Living up to our responsibility and setting new standards in sustainability

> **Advancing a carbon-zero future for agriculture\***

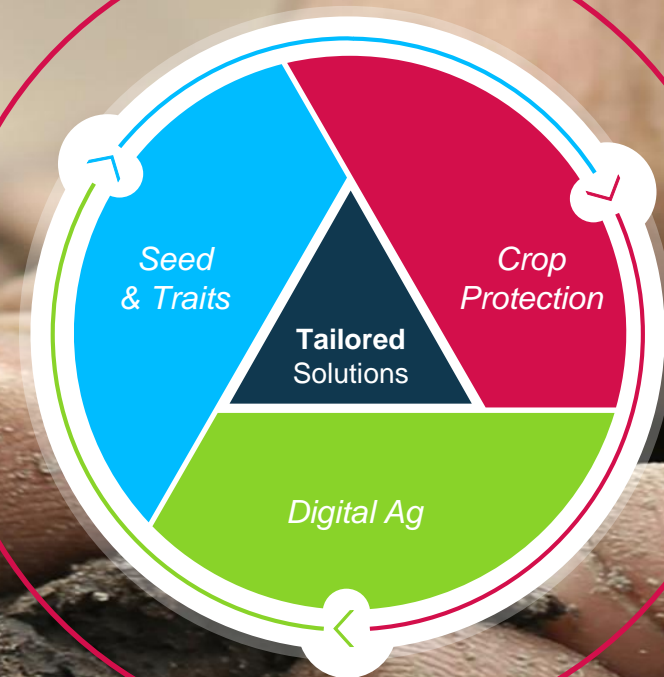
**30%** Reduction in field greenhouse gases emitted per kg of crops produced

> **Produce better crops with fewer natural resources and inputs**

**30%** Reduction in impact on the environment

> **Empowering smallholder farmers to access sustainable agricultural solutions**

**> 100M** Smallholders benefit e.g. access to education, tailored solutions & partners



*\*Will be publicly announced with more Bayer-wide commitments in October*





We cannot realize this vision alone.

Turning today's impossibilities into tomorrow's breakthroughs will require next-level collaboration with scientists, innovators and farmers.

It also requires open, transparent dialogue that builds *trust* with consumers. We plan to convene a Sustainability Council of representatives composed of NGOs, government, consumers, scientists and customers that will be empowered to devise the most meaningful and transparent way of measuring these commitments and reporting them to the public.





*Thank  
you*

