



Bayer introduces Sustainable Platform ForGround

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Bayer has recently launched ForGround, a farmer-first digital platform in the United States which promises to transform the way farms of all sizes can more easily make the transition to sustainable agricultural practices. ForGround offers tools, resources, and discounts to advance the adoption of climate smart practices that can transform value chains. Potential benefits from transitioning to regenerative agriculture includes:



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Potential benefits from transitioning to regenerative agriculture includes:

- Improved soil health
- Reduced water uses
- Fewer inputs
- Increased weather resiliency
- Less soil erosion

The platform is built on Bayer's years of experience and knowledge in this area to leverage digital infrastructure which allows companies to create, manage and track progress, taking advantage of Bayer's Climate FieldView Platform footprint and data capabilities. It enables farmers to participate in this increasingly transparent supply chain where consumers are interested in knowing how their food is produced.

“As a global leader in agriculture, Bayer is uniquely positioned to help drive lasting change by working directly with farmers and businesses through leveraging our global scale to reduce our impact on the planet and support farms for generations to come”, said Leo Bastos, Head of Global Commercial Ecosystems, Bayer CropScience.