



# Connecting Bayer to the Grower

*An Example of AG  
Basic Company*

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# Forward-Looking Statements

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Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports which are available on the Bayer website at <http://www.bayer.com/>.

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# AG Industry Innovation EcoSystem :Connecting Science to the Field

Bayer is one of multiple companies that bridge fundamental research and practical grower needs.

Innovation Need  
Production GAP  
End Product  
Improvement



Discovery  
-Compounds  
-Breeding  
-Genetic Modification  
-A.I.  
-Digital



Research and  
Development  
-Breeding  
-Formulation  
-Field Development  
-Regulatory  
-Digital

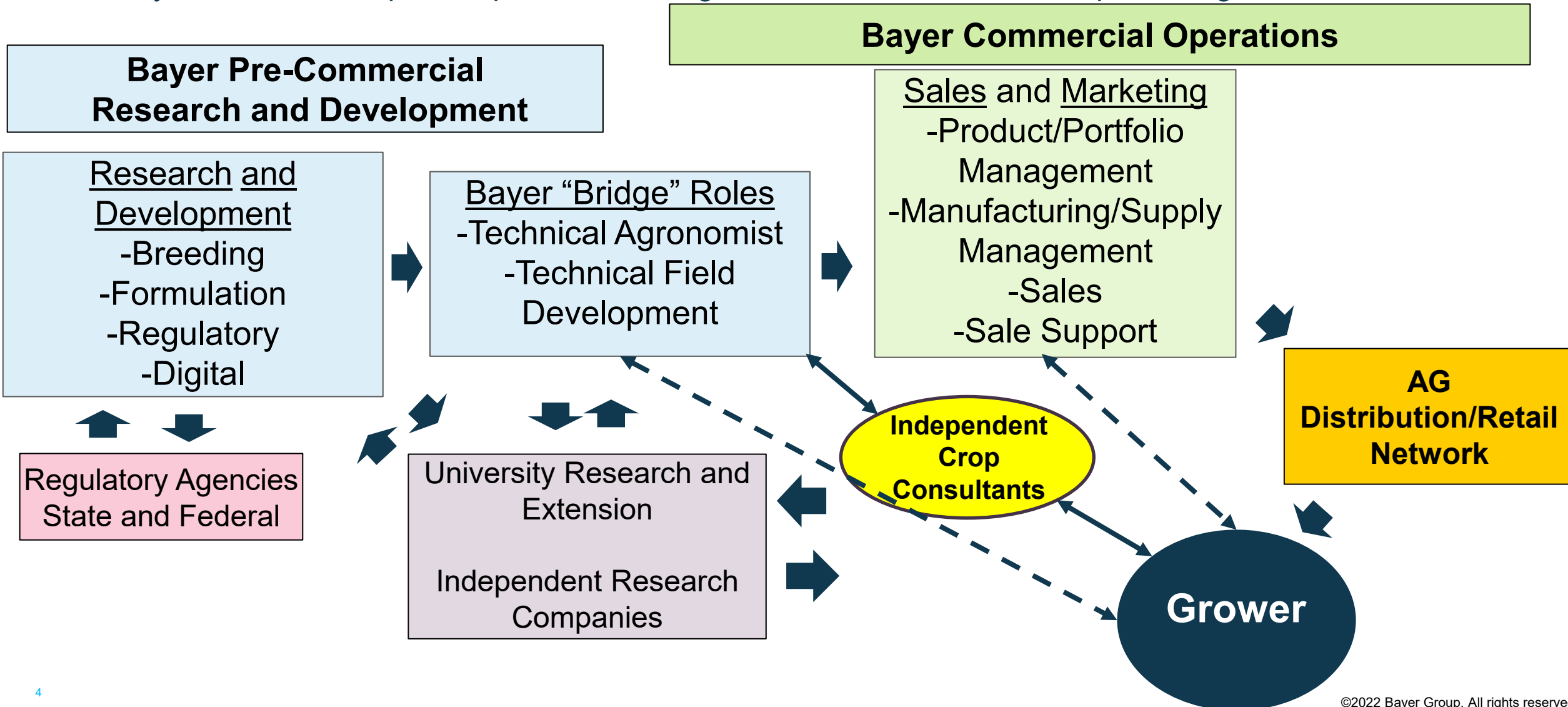


Sales and Marketing  
-Technical Support  
-Sales Training  
-Retail Distribution  
-Consultant Training  
-Grower Training



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## Main Take Away's

-Bayer is a Research and Development company that brings innovation in many forms to the Agricultural Industry.

-Bayer cannot bring innovation to the end user (Grower) without the collaboration of a vast Ecosystem of public and private entities.

-Just within Bayer we need individuals from a wide array of backgrounds and specialties.

-Including but not limited too: Chemist, Engineers, Geneticists, Breeders, Biologist, Agronomist, Entomologist, Pathologist, Finance, Business, Accounting, Lawyers, Sales.

-Bayer's "Go To Market" model is through AG Distribution/Retail.

-Bayer believes in having relationships with Growers and Anyone who has direct relationships with growers, especially, Independent Crop Consultants, University Extension, Ag Retailers.

-The End User "Grower" has influence on directing Bayer's pipeline and business decisions.



# No One Path to Get Here

Here is my path, but I have not worked with anyone with exact same path.

- Grew up on Sweet Potato, Grain and Cattle Farm (Ville Platte, LA)
- LSU – B.S. Agronomy
  - Summer Crop Scouting (Fred Collins)
  - Summer Internship Corn Breeding (Monsanto)
  - Summer Internship Agronomy Research (Monsanto)
- LSU – M.S. Entomology (Dr. Rogers Leonard)
- Bayer CropScience (Cotton Agronomist)
- BASF (Cotton and Soybean Agronomist)
- Bayer CropScience (Corn, Cotton, Soybean, Sorghum Agronomist plus Crop Protection)