



## FRUIT LOGISTICA 2020 – BENELUX ACTIVITIES

*Working together for sustainable agriculture*

*Benelux Region in the Spotlight at Fruit Logistica 2020 at Bayer Booth*

Bayer's Vegetable Seed business and Food Chain Partnership initiative will be present in a joint booth at the Fruit Logistica in Berlin, the most important international trade fair for fresh produce. This year, Bayer pays special attention to sustainable innovations and partnerships in Benelux, a leading region for agriculture. Through dialogue sessions at the booth and a forum discussion with Dutch experts, Bayer will put a focus on Benelux.

### **Market leader in Vegetable Seeds**

Bayer has a leading position in horticulture. The Vegetable Seeds business under the De Ruiter and Seminis brands have a strong presence in The Netherlands. R&D as well as breeding and production facilities are located in Wageningen, Bergschenhoek and Enkhuizen.

At Fruit Logistica a wide range of vegetable varieties will be available for tasting and testing. One of the highlights is Delisher, a tomato variety that was launched three years ago under the De Ruiter brand and will be available in selected retailers in Europe in 2020. "Delisher is a delicious cherry plum tomato that outshines other varieties because of its sweet taste, texture, and appealing looks," says Nico Van Vliet, Trade Partnership Manager at Bayer in the Netherlands. "What's more, the tomatoes are strongly attached to their truss – which is a huge benefit that ensures the fruit will stay attached until after harvest." Visitors can try the Delisher tomato at the De Ruiter Experience box at the Bayer booth.

### **Less waste, better taste**

Delisher is the world's first snacking tomato sold while still attached to the truss. And since the tomatoes are firmly attached to the truss, there is no plastic packaging required. "Consumers can purchase Delisher premium tomatoes in the supermarket as if taking them fresh off the field or, say, from the greenhouse," says Nico Van Vliet. "Naturally, this is a huge environmental benefit."

Tomatoes that are attached to the truss during the entire journey from field to plate bring another benefit: They are more tasteful compared to tomatoes that are plucked off the truss at harvest.



## **Food Chain Partnership initiatives in potatoes and carrots in the Benelux**

The Food Chain Partnership is an innovative business model developed by Bayer in which growers, traders, processors and retailers work together on tailored solutions according to sustainable agricultural principles for the benefit of everyone involved. At Fruit Logistica three new brochures will be presented with results from partnerships in sustainable carrot and potato production in Belgium and The Netherlands.

### **Biological crop protection in practice**

The Netherlands is among the world's top ten producers of potatoes with an annual output of around eight million tons. To fulfill the growing demand for more sustainably produced food Bayer started a food chain partnership to demonstrate the effectiveness of a biological fungicide Serenade in potatoes. "It was a great experience to work with all these farmers on an innovative biological product like Serenade, which helps the Dutch potato farmer to boost yield and quality," says Sander Umland, Crop Advisor Potatoes in The Netherlands.

### **Drive dialogue on sustainable practices on Bayer ForwardFarms in the Benelux**

Bayer ForwardFarming is an initiative to stimulate dialogue on sustainable farming in a real farm setting. Bayer has three ForwardFarms in the Benelux, with on a yearly basis more than 2000 visitors, ranging from farmers, research institutes to NGO's and politicians.

Now it's also possible to do a 360° virtual tour of the farm in Huldenberg, Belgium, through a dedicated website: [go.bayer.com/Forwardfarming](http://go.bayer.com/Forwardfarming)

### **Dig-in-Dialogues**

During the event there will be multiple dig-in dialogues where experts discuss specific topics, like the promotion of sustainable diets to consumers, innovation in tomatoes or sustainable banana production. Visitors can join and participate in the dialogue sessions at the booth.

## ***Program***

### **Fresh Produce Forum Session: Innovation, how does it work?**

Innovation in sustainable cropping is necessary to respond to societal and consumer needs. How does it work in practice? At the Fresh Produce Forum Veerle Mommaerts, Food Chain Manager at Bayer in Belgium, will clarify Bayer's vision. The holistic approach combined with partnerships are the way forward to build together a sustainable and customer centric food production. The challenges and Bayer's approach will be illustrated via two tangible examples from Belgium.

*Wednesday February 5, 11.30am – 12.30pm, Fresh Produce Forum, Hall B / City Cube.*



## **Exhibitor Forum: Working together for responsible food production and societal acceptance**

During a forum session leading Dutch experts will discuss how cooperation will improve responsible food production and social acceptance. Speakers are:

- Frank Terhorst, Head of Crop Strategy at Bayer
- Jelte van Kammen, CEO of Harvest House
- Ernst van den Ende, Managing Director, Plant Sciences Group, Wageningen University
- Hidde Boersma, Freelance Science Journalist

The panel will be moderated by Paul Williams, Managing Partner at Paul Williams & Associates.

*Thursday, February 6, 3.00pm – 4.30pm, City Bube – Level 3, M1-3 (Language: English).*

## **Dutch & Belgian Reception at Bayer Booth**

Bayer will host a Dutch & Belgian reception at the Bayer booth with drinks and food and plenty of opportunities for networking and dialogues.

*Thursday, February 6, 5.30pm – 7.00pm, at the Bayer Booth in Hall 1.2/B-22*

## ***About Bayer***

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros. For more information, go to [www.bayer.com](http://www.bayer.com).

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