

# Bayer CropScience

## Project Catalyst Major Sponsor



Tim Murphy  
Territory Sales Manager

Jacqueline Applegate, Chair, Bayer Group Australia & NZ  
Tim Murphy, Territory Sales Manager

### Why are you interested in innovation in agriculture & how important do you believe innovation is for the future of this sector?

Bayer is research-based enterprise with core competencies in healthcare, agriculture and high-tech materials. As an inventor company, our products and services improve the quality of life for people, plants and animals.

Bayer CropScience, the agriculture subgroup of Bayer, offers leading brands and expertise in seeds and plant biotechnology, crop protection and non-agricultural pest control. We work together with growers and partners along the entire food chain to improve efficiency and profitability in our challenging environment.

Our spirit of innovation means we don't stop searching for better solutions that help increase yields, strengthen crop resilience and improve food quality on an ever-decreasing amount of arable land. This great tradition is also our commitment to the future – entirely in line with our mission: Science For A Better Life.

Innovation is a key way to address sustainability and food challenges that exist at the beginning of the third millennium so it's imperative that the sugar industry looks to new and innovative ways of production. While we at Bayer have always been proud of the performance of our products, our greatest pride comes from working and learning with growers so that, together, we can boost the productivity and sustainability of the sugar industry.

### Why have you chosen to be involved in Project Catalyst and what benefits do you perceive?

Bayer CropScience works with forward-thinking and progressive growers who look to the future.

“We know that these growers are not content with yesterday's solutions.”



Tim Murphy from Bayer CropScience (right) with Tony Crowely and Rob Sluggett (Farmacist) on a Project Catalyst soybean block near Mackay.

They are constantly searching for the next step, the next innovation, the next technological advancement – and the team at Bayer shares this passion.

Bayer CropScience is proud to partner with the Project Catalyst Group which consists of some of the most innovative growers in the Australian sugar industry. Already benefits have been seen by both Bayer and growers from the partnership.

For Bayer, we've had the privilege of working with growers who are concerned about current production techniques and who are looking for ways to change. Examples range from growers who are looking for a more effective way of controlling perennial grasses in crops with new highly effective herbicides, to those wanting to learn more about the increased accuracy in the application of Confidor® Guard to cane blocks.

Over the years Bayer CropScience has worked with growers from Project Catalyst and we have assisted many growers in changing current practices to new innovative techniques that have provided solutions to their problems.

“Our greatest pride comes from working and learning with growers so that, together, we can boost the productivity and sustainability of the sugar industry.”

