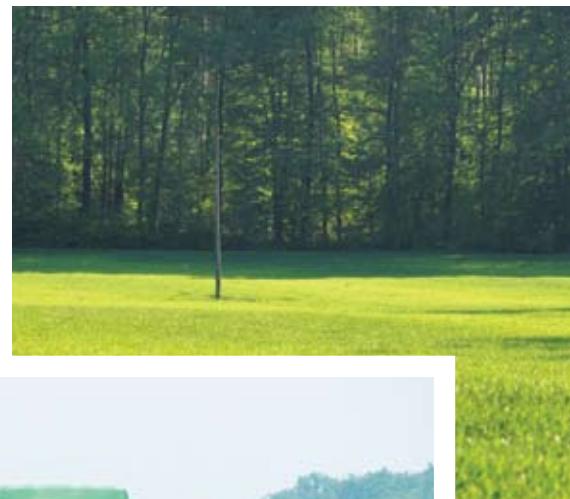


Science for a Better Life

BAYER'S MISSION STATEMENT, 'SCIENCE FOR A BETTER LIFE', IS A TRUE REFLECTION OF THE COMPANY'S COMMITMENT TO PROVIDING CUSTOMERS WITH QUALITY PRODUCTS AIMED AT IMPROVING THEIR QUALITY OF LIFE.

With a focus on health care, nutrition and hi-tech materials, Bayer is an international research-based group managed out of Leverkusen, Germany. Employing over 100,000 people worldwide, including 830 within the Australia–New Zealand region, this company is divided into three subgroups: Bayer CropScience, Bayer Healthcare, and Animal Health, plus the service companies. ►



Bayer CropScience is one of the world's leading cropscience companies, specialising in the area of crop protection, non-agricultural pest-control, seeds, and biotechnology. The company was first established within Australia in 2002, and now holds a strong local and global presence. It offers what many classify as the most thorough range of crop protection and production supplies in Australia. Bayer CropScience is a one-stop shop for all consumers' insecticide, herbicide, fungicide and seed treatment requirements.

As a company with a strong foundation in research-based agrochemicals and biotechnology, innovation is a core element of business at Bayer. The company vision of being a leading partner in providing solutions for the production of quality food, feed

and fibre is only possible through the continual development of breakthrough technology and advancements in the field.

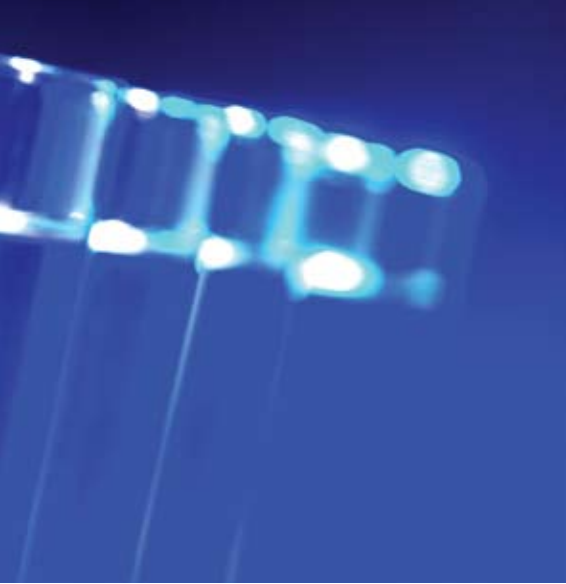
To be at the forefront of the industry, it is crucial to build long-term, consistent, predictable and mutually beneficial partnerships with customers and stakeholders of the business. This allows for relationships to generate value through innovation and provides the company with alternative information sources.

Bayer supported local farmers throughout the recent drought period, demonstrating its commitment to the sustainable development of the agricultural industry in Australia. With a professional and enthusiastic team, Bayer assisted farmers by providing a service that allowed them access to first-

class knowledge and technology.

More recently, Bayer CropScience and Kumiai Chemical Industry Co., Ltd. have sealed an agreement that will enable Australian farmers to enter a new era in weed management from 2011.

Japanese chemical R&D company, Kumiai and its sister company, Ihara Chemical Industry Co., Ltd. have discovered and researched a pre-emergent cereal herbicide, Sakura™, which will bring to Australian farmers unparalleled control of herbicide-resistant annual rye-grass and other weeds in wheat, triticale and barley crops. Sakura is a trademark of Kumiai Chemical



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Industry Co., Ltd.


“Herbicide-resistant rye-grass is the biggest grass weed problem in cereals in Australia. The outstanding performance of Sakura, and its ease of use, fundamentally raises the benchmark in the pre-emergent herbicide market,” explains Head of Marketing for Bayer CropScience, Holger Detje.

Joerg Ellmanns, Managing Director of Bayer CropScience Australia, together with Holger Detje and Head

of Development, Don Nicoll, was in Tokyo to meet with Kumiai at the end of February to sign an exclusive development and distribution agreement for Sakura.

“We have a 30-year-long partnership with Kumiai and we are delighted to be able to bring Sakura to Australian farmers who are seeking a truly efficacious solution to herbicide-resistant annual rye-grass. I believe that Sakura fills an important gap in the Australian cereal-growers’ production tools and demonstrates our ongoing commitment to delivering smart solutions to a forward-thinking agricultural market,” Joerg says.

Bayer CropScience has conducted trials of Sakura over a number of years in Australia. Don Nicoll said the reliability and predictability of this pre-emergent herbicide was second to none: “Sakura is a brilliant piece of chemistry; it does what we expect, each and every time.”

An application for registration of Sakura herbicide has been made, and the product is expected to be registered for launch in the Australian market in 2011. 



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