



Sustainable competitiveness of EU agriculture
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Global position to address specific market needs



Bayer CropScience 18 700 employees in 120 countries



- Europe
- Asia/Pacific
- North America
- Latin America/Africa/Middle East

- Global Turnover 2009: 6.510 Mio €
- R&D investment 2009: 640 Mio €



- #### Crop Protection
- Fungicides
 - Herbicides
 - Insecticides
 - Seed Treatment



- #### Environmental Science
- Professional users
 - Consumers



- #### BioScience
- Vegetable seed
 - Seed for agricultural crops

Mega trends in Agriculture



Growing world Population + 50% in 2050

- Increasing food & energy demand
- Decreasing farmland per capita (1950-2050: 70% decrease of available arable land per capita)

Growing wealth

- Increasing meat consumption and need for feed
- Decreasing stocks to use



Need for alternative energy feedstocks

- Increasing demand for renewable energy and biofuels

Climate change

- Yield losses through adverse weather conditions
- Need to reduce greenhouse gas emissions

Food and feed crops as well as renewable raw materials and fiber plants are competing for limited arable land

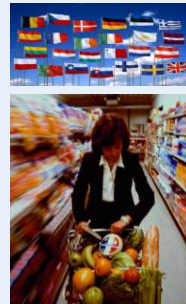
Sustainability of Europe

Where does Europe get its food: much is imported

- The EU 27, together with China, is the worlds leading agricultural (net) importer
 - EU net deficit: 35.5 billion USD
 - China net deficit: 34.5 billion USD

Leading agricultural exporters and importers, 2008 (in billion USD)

Exporters		Importers	
Country	Value	Country	Value
United States	134.0	Extra EU 27	173.1
Extra EU 27	127.6	United States	115.9
Brazil	61.4	China	86.8
Canada	54.1	Japan	80.6
China	42.3	Russia	34.3



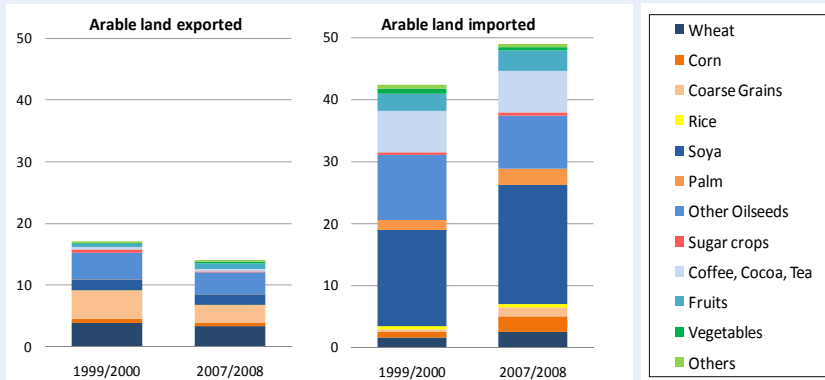
Source: Agripol study based on WTO (2009)



Sustainability of Europe

Where does Europe get its food: virtual land grabbing

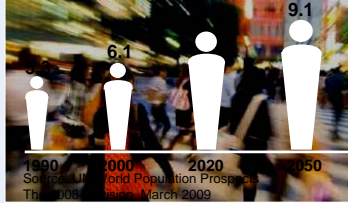
- EU 27 arable land trade: 35 Mio ha as a net land deficit and this has increased by 30% during the last 10 years



Tasks of EU agriculture

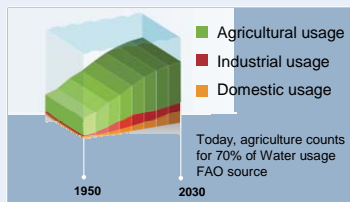
Feed growing population:

Ensure supply of feed, fibre and renewable resources



Provide service to the public :

maintain landscape, protect biodiversity, water resources



Address the global challenges:

Fight against the climate change



Provide sustainable income to farmers:

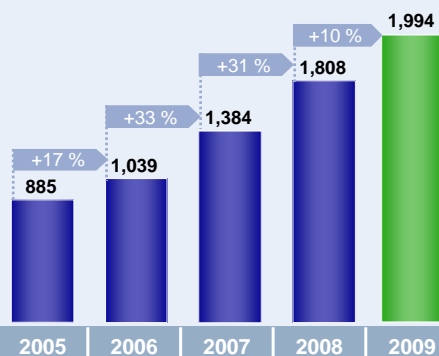
Secure income for farmers and livelihood of rural communities



Targeted New Product Sales of approx. €2bn Reached

Sales of new active ingredients (A.I.s)

in € million

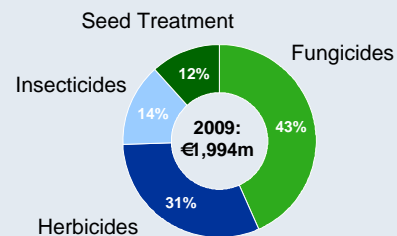


Agchem sales: Crop Protection and Environmental Science, excl. BioScience
* Crop Protection only: 33.5 % in FY'08, 36.4% in FY'09


New active ingredients in 2009

- New active ingredients make for 33% of agrochemical sales
- Novel Herbicide products grew above average (+15%)

New a.i. sales split by indication



Strong Established Seeds Platform

2009 Sales	CAGR 2002* – 2009		2008 Market position
Oilseeds €114m 	Average growth p.a.* of 22%	“Highest yielding canola seed” InVigor	Worldwide No. 1 in hybrid canola (based on seed acres planted)
Cotton €96m 	Average growth p.a.* of 21%	“The ultimate cotton fiber” FiberMax 	Worldwide No. 1 in cotton (based on seed acres planted)
Rice €22m 	Average growth p.a.* of 34%	“Tomorrow’s rice” 	Worldwide No. 1 in hybrid rice (based on seed acres planted excl. Chinese hybrids)
Vegetables €240m 	Average growth p.a.* of 6%	“The global specialist in vegetable seeds” 	Worldwide No. 4 in vegetables (based on sales)

* 2002 pro-forma sales Bayer + Aventis CropScience

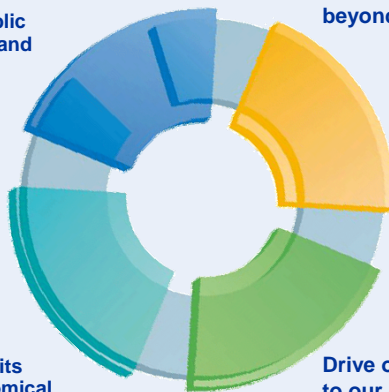
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Corporate social responsibility

Interact with public authorities to understand how elected representatives try to combine European public interest, farmer needs and ours

Provide our knowledge at the service of the society and our approach beyond science and technology



Connect our competitiveness along its present political, economical and sociological environment

Drive our innovation according to our customer needs and society at large and based on the principles of safety and sustainability

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Responsibility towards civil society

Our duty to respond to the civil society and ensure safe and sustainable food



Our responsibility to ensure good agricultural practices and respect of the environmental issues



Waste Disposal



Dress code

Our contribution in public health and hygiene

- Vector-borne diseases management
 - Development of new vector control tools for eradication of malaria
 - Public Private Partnership with IVCC and B&MGF



Our support in addressing cross-cutting issues

- Children rights protection in India
 - Contractual ban on child labour
 - Regular visit to verify workers age
 - Learning for life education opportunities



Thank you for your attention

