



The Vegetable Seeds Business of Bayer





# *Vegetables R&D*

*Innovation Stories*



To support the Vegetable Seeds business in its goal of becoming both a global market and thought leader, we must demonstrate our customer-centric approach to innovation.

*The following stories summarize how the Vegetables R&D organization is delivering on its innovative strategy today.*

	<b>Speedier Solutions to Growers' Toughest Challenges</b>	<i>Unlocking innovative, high quality traits to solve grower challenges faster than ever before.</i>
	<b>Power of Precision</b>	<i>Utilizing the power of data earlier in the pipeline to generate more precise solutions to, on and beyond the farm.</i>
	<b>Consumer-Driven Pipeline</b>	<i>Applying predictive analytics so that our varieties can deliver what consumers want and need to eat.</i>
	<b>Global Diversity, Local Delivery</b>	<i>Bringing together diverse talent and germplasm from around the world to unleash new traits tailored to the local needs of customers globally.</i>



# *Speedier Solutions to Growers' Toughest Challenges*

In a world of exponential change and uncertainty, our customers and value chain partners can't afford to wait around for solutions to new disease pressures, unpredictable weather patterns or rapidly changing market demands. The success of each crop, each season, can have significant impact on the bottom line and long-term sustainability of an operation.

That's where our Vegetables R&D teams come in. With our innovative R&D strategy, we are tackling these challenges head-on using advanced breeding techniques that help speed up the time to market for new varieties, while maintaining the uniformity and quality the market demands. In doing so, we're helping growers respond to unexpected challenges of today while staying ahead of changing market and environmental dynamics well into the future.



# Speedier Solutions

With our industry-leading R&D investment and diverse talent, we've developed the skills and expertise to substantially decrease time to market depending on the crop using two key technologies:

// **double haploids (DH)**

// **rapid cycling**

**Results:** **Substantial Decrease**  
*in time to market*

**Three-Fold Expansion**  
*of DH technology at future design center*

**100%**  
*genetic uniformity using DH technology, which can transform grower operations*

## //// Key Takeaway

By enabling the development and scaling of advanced breeding technologies like double haploids and rapid cycling, we're able to unlock innovative, high quality traits to help solve grower challenges faster than ever before.

***"It's not just about speed. It's about why speed matters to a grower's operation. Even two years faster can have enormous impact in bringing better products to the consumer's table."***

*- Jennifer Petersen, Head of Global Accelerated Genetics*

