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Leading Strategic Partnership between AUSVEG and Bayer continues to benefit Australia's veg growers

International life science company Bayer has reaffirmed its dedication to the Australian vegetable industry by continuing its Leading Strategic Partnership with AUSVEG, which continues to deliver benefits for Australian growers.

The announcement signals the tenth year of the partnership between the global leader in agriculture and the grower representative body, which has helped the two companies collaborate on industry issues and ensures Australian vegetable growers have access to valuable information and events that can help them effectively manage their businesses.

AUSVEG CEO James Whiteside said the two companies have had a productive relationship since the partnership was first formalised in 2009 and that they continue to share the common goal of helping growers' businesses by putting innovation at their fingertips to boost productivity.

"Bayer is a valued supporter of the Australian vegetable industry and continues to be a leader in innovative seeds, traits, biologics, and chemistry with digital tools and information that help our growers get food from the farm to local and international consumers," said Mr Whiteside.

"This partnership helps AUSVEG deliver advocacy and events for the Australian vegetable industry, including our policy work representing the interests of Australian growers on vital issues like getting a dedicated agriculture visa.

"Bayer also works with AUSVEG to celebrate the ground-breaking research undertaken in the Australian vegetable industry through its sponsorship of the annual Researcher of the Year Award presented at Hort Connections."

Bayer Horticulture Marketing Manager Peter Sullivan said that having constructive partnerships with grower organisations such as AUSVEG was a win-win for the company and the industry more broadly.

"Bayer is pleased to extend its leading strategic partnership with AUSVEG, as we see this collaboration as a key platform to engage with the broader vegetable industry to ensure we better understand industry's needs and continue to encourage best practice use of our products and the delivery of better solutions for all farmers," said Mr Sullivan.

MEDIA CONTACTS

AUSVEG: Shaun Lindhe, National Manager – Communications

Phone: 03 9882 0277, Mobile: 0405 977 789, Email: shaun.lindhe@ausveg.com.au

Bayer: Lachlan Bird, Communications Manager

Phone: 03 9248 6851, Mobile: 0407 885 209, Email: lachlan.bird@bayer.com