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Bayer expands digital innovation pipeline to improve farmer's yield

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The Climate Corporation (Climate), a subsidiary of Bayer and the industry leader in bringing digital innovation to farmers, has announced strong harvest results for farmers using Seed Advisor, its new predictive seed selection and placement technology for corn. In addition to Seed Advisor, Climate accelerated 25 innovation advancements through its global, digital farming pipeline to provide farmers more data-driven insights to sustainably improve their productivity.

Announced in the United States in August 2018, Seed Advisor empowers seed dealers with a predictive model that combines the industry's largest, proprietary seed genetics library with regional seed performance data to help predict the best performing hybrids for each of a farmer's fields.

As part of Climate's rigorous process for bringing new digital solutions to market, the tool was field tested by a group of farmers and their dealers through the company's FieldView™ Innovators program across 100,000 U.S. corn acres in Iowa, Illinois and Minnesota during the 2018 growing season. Harvest results demonstrated an average yield advantage of 9.1 bushels per acre versus what the farmer would have planted without Seed Advisor recommendations, with a more than 80 percent win rate.

As Climate continues to expand its digital technologies to help more farmers access advanced agronomic insights, it adds new data layers to feed its global R&D engine and enables the development of new features for farmers through its industry-leading Climate FieldView platform.

"Our Seed Advisor results show that by applying advanced machine learning techniques to our robust seed genetics library and expansive field testing, we can help farmers make better decisions about the best hybrids to plant in their fields,

ultimately helping them manage risk and maximize yield," said Mike Stern, Chief Executive Officer for The Climate Corporation and Head of Digital Farming at Bayer. "We have entered the next phase of digital farming, and predictive seed selection and placement is only the beginning. From crop protection to fertility opportunities, we are expanding our research to strengthen the data science models that power our tools, and quickly advancing projects through our R&D pipeline to deliver digital agriculture innovations to more farmers around the world."

The Climate Corporation's mission is to help all the world's farmers sustainably increase their productivity through the use of digital tools.