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ADM, Bayer expand food value chain commitment

Quadrupling reach to 100,000 soybean farmers in Maharashtra

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Bayer

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ADM, a global leader in innovative solutions from nature, and Bayer, a global enterprise with core competencies in the life science fields of healthcare and agriculture, have announced a three-year extension of their partnership to support farmers in
Maharashtra, building on the success of the programme launched in 2022. With the extension, the programme will now scale fourfold to 100,000 farmers through FPOs and expand its coverage from 35,000 hectares to 200,000 hectares. The expansion will cover seven districts in Maharashtra, adding Nanded, Parbhani, Hingoli and Solapur to its original footprint of Latur, Dharashiv (formerly Osmanabad), and Beed.

The partnership, launched in June 2022 to strengthen sustainable soybean farming practices in Maharashtra, successfully reached 25,000 farmers by May 2025, achieving its targets and laying a strong foundation for further scale.

The partnership also draws from a credible sustainability framework, the ProTerra Foundation, with a focus on five critical areas of supply chain sustainability: customised production management (Production); tailored spray programmes that emphasise pre-harvest intervals and biodiversity protection (Protection); professional implementation guidance (Programme Monitoring); detailed crop-management documentation (Passport); and collaborative post-harvest pest management expertise

Complementing these efforts, Bayer led extensive in-person and digital training programmes to strengthen farmer’s capacity in Good Agricultural Practices (GAP), biodiversity, and sustainability practices. Through a combination of model demonstration plots and large-scale outreach, the company has engaged thousands of growers, including connecting with over 58,000 farmers through audio bridge calls on Integrated Pest Management (IPM)-based crop management. Across project districts, Bayer has also delivered hundreds of pre-sowing and crop-management camps, while a carefully chosen cohort of farmers underwent rigorous BayGAP training to adopt globally benchmarked sustainable farming practices.

In parallel, ADM’s cluster agronomist team receives regular training on comprehensive crop cultivation practices, including nutrient and pesticide management schedules, as well as Good Agricultural Practices (GAP). This equips them to guide farmers effectively in implementing sustainable practices while safeguarding the economic viability of farming communities.

Building on this groundwork, ADM has leveraged its extensive network in India, which spans origination, oilseed processing, commodities trading, and animal and human nutrition, to deepen support for farming communities. This includes on-the-ground engagement through its Krishi Vikas Kendras (KVKs), a network of more than 50 crop-development and procurement centres.

Together, Bayer and ADM will continue to apply the same proven training and sustainable farming practices in their extended partnership. Commenting on this outlook, Amrendra Mishra, Managing Director of Ag Services & Oilseeds and Country Manager India, ADM, said: "Our extended partnership with Bayer reflects a long-term vision to safeguard food systems and foster a resilient future. By leveraging ADM’s market linkages and global resources, we aim to equip 100,000 farmers with the tools to strengthen economic resilience, enhance sustainable livelihoods, and lead the future of Indian agriculture through practices that advance environmental and supply chain sustainability."

Reflecting the shared commitment to sustainability, Simon Wiebusch, Country Divisional Head – Crop Science Division of Bayer for India, Bangladesh & Sri Lanka, said, "Sustainable development in agriculture cannot be achieved in isolation, it demands deep, purpose-driven partnerships. Our expanded collaboration with ADM demonstrates what is possible when organisations come together with a shared commitment to farmer prosperity, climate-smart practices, and responsible stewardship. By scaling proven solutions across Maharashtra, we aim to help farmers improve yields sustainably while building a more resilient, future-ready agri-ecosystem."

Read online: https://nuffoodsspectrum.in/news/30/23030/adm-bayer-expand-food-value-chain-commitment.html
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