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Bayer, APC sign LOI to improve collaboration in agriculture

In the face of a changing climate, limited natural resources and a growing population, there has never been a greater need for innovation and collaboration in agriculture.

Every field, crop, and farmer is different; each with their own needs, challenges, and goals. At Bayer, we aim to empower farmers to achieve their best harvest each growing season and foster sustainable, reliable growth for their businesses and communities.

Like farmers, we think in generations.

We work to ensure bountiful harvests today and to leave the planet and our communities in better shape for our children and the generations to come.

With the intent to foster collaboration on various topics, Bayer Middle

East and the Agricultural Pesticides Committee (APC) of Egypt, with the full endorsement of Ezz El-Din Abu Steit, minister of agriculture, signed a letter of intent (LOI).

The LOI marks a key milestone in the relationship between the APC and Bayer. The objective of the LOI is to help improve the collaboration and increase the commitment in different important areas for the Egyptian agriculture, such as strengthening the existing product stewardship measures, increasing the awareness for safe use of pesticides, sharing expertise around regulatory developments, partnering to create and implement training programs on integrated crop management in Egypt, and cooperating with the APC in the area of anti-counterfeit activities in Egypt.