

# Bayer, Yara Develop Software to Provide Digital Farming Tools

Bayer and Yara International ASA (Yara) have entered into a software collaboration and technology license agreement to provide farmers worldwide with digital farming tools that help increase farm productivity, profitability and sustainability. The purpose is to develop new digital farming solutions as well as to increase the use of existing nitrogen application technology including the proven N-Sensor (<http://www.yara.co.nz/crop-nutrition/Tools-and-Services/n-sensor/>) and mobile imaging technology including the ImageIT (<http://yara.com/media/apps/imageit/>).

Under this agreement, Yara will grant Bayer access to its mobile imaging technology to determine the nutrient status and needs of plants with a smartphone application and Yara will provide Crop Nutrition recommendations. This will further assist farmers worldwide to produce crops more efficiently.

“Farming around the world can become more efficient and sustainable. This cooperation will be important in helping meet these targets for small holder farmers in Africa and Asia as much as for larger growers in the Americas and Europe,” said Tobias Menne, Head of Digital Farming at Bayer.

“To speed up the development of our digital sensing technology, we seek partnerships which will help us leverage our strong market presence within crop nutrition. This collaboration will make us better positioned to support farmers in improving the crop performance by integrating digital solutions into their farm management,” said Pål O. Stormorken, Head of Application & Crop Management Systems at Yara.