

Bayer CropScience Celebrates National Pollinator Week with Planting Initiative and Pollinator Pledge

Bee health initiative involves employees, beekeepers and the community.

Research Triangle Park, NC, June 15, 2012 --

Bayer CropScience is taking part in National Pollinator Week (June 18-24) by celebrating the contribution bees make to agriculture and furthering initiatives to promote bee health. During Pollinator Week, Bayer pledges to donate \$1 to the non-profit Pollinator Partnership (up to donation amount of \$10,000) for every person who registers to receive a free packet of seeds to start their own pollinator garden. Anyone can request a seed packet by visiting <http://bit.ly/BayerBee>.

Honey bees are critically important to many aspects of sustainable agriculture, said Jim Blome, CEO of Bayer CropScience North America. For more than 25 years, Bayer has been dedicated to the health of bees and other pollinators. We are inviting everyone to support bee health by planting their own pollinator-friendly garden.

Bayer CropScience's celebration of Pollinator Week will commence on June 18 with a pollinator strip planting at the company's U.S. headquarters. Assisting in the planting will be representatives of Passage Home, a local nonprofit community organization and the Mawat District Boy Scouts. Bayer shares a vision with Passage Home and the Boy Scouts to utilize partnerships with businesses, non-profits and caring citizens to support strengthening neighborhoods.

Community involvement and environmental awareness are at the core of Passage Home's values, said Jeanne Tedrow, CEO of Passage Home. This is an excellent opportunity for our youth to recognize the important role of bees in our community, while getting hands-on educational experience.

Bayer's pollinator strip initiative will continue with future locations planned for Kansas City, Mo.; Pasadena, Calif.; Muskegon, Mich.; and Fresno, Calif. The celebration will continue with an employee bees n' bites educational session led by staff apiologist Dick Rogers and honey-inspired dishes created by local chef Jenny Ingrapham of Cary Dinner Fairy. Specialty dishes will include Blueberry and Local Honey Tartlets with Crème Fraiche, Frozen Honey Mojito Skewers and Goat Cheese and Peach Galette with Honey.

As a company dedicated to crop protection, Bayer is also committed to environmental stewardship and sustainable agricultural practices, including the protection of beneficial insects such as honey bees.

For additional information and background on other sustainability initiatives please visit <http://www.bayercropscience.us/our-commitment/bayer-initiatives>.

To download files related to Bayer's National Pollinator Week activities visit:

<http://www.bayercropscience.us/our-commitment/Documents/PollinatorsWeekMultimediaKit.zip>

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About Bayer CropScience Bayer is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer CropScience, a subgroup of Bayer AG with annual sales of EUR 7.255 billion (2011), is one of the world's leading innovative crop science companies in the areas of crop protection, non-agricultural pest control, seeds and traits. The company offers an outstanding range of products and extensive service backup for modern, sustainable agriculture and for non-agricultural applications. Bayer CropScience has a global workforce of 21,000 and is represented in more than 120 countries. This and further news is available at: press.bayercropscience.com.

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USA-BCS-2012-0268

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