



Bayer, Syngenta, FP Genetics Return to Canada's Farm Show, Offering New Crop Technology to Farmers

MEDIA RELEASE

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Regina, SK. – **Bayer CropScience Inc., Syngenta Canada, FP Genetics** and others offer the latest technology to help optimize yields, enhance crop quality, and address the challenges of modern farming as farmers prepare for the upcoming growing season. Their participation underscores the growing momentum of Canada's Farm Show Regina, SK, presented by Viterra as a leading platform for collaboration, innovations and thought leadership in agriculture.

"Canada's Farm Show is the perfect time and venue to connect with growers before the season gets fully underway," says adds **Brittney Kroeker, business development lead with Bayer.** "Our team will be having meaningful conversations with growers to better understand their perspectives, answer questions, offer insights and simply make new connections. Shows like this lead to innovative ideas, solutions to challenges and opportunities to help grow our customers' operations."

The Bayer team will include members from their sales, agronomy and digital team, ensuring the right expertise is on-hand to address a variety of topics and grower needs.

"In 2025, growers will be managing production costs more than ever. Issues like herbicide resistance, new and always evolving pests, and changing regulations make farming increasingly challenging" adds Kroeker. "Growers can continue to count on Bayer to tackle those challenges together with them, through sound agronomic, viable and profitable solutions. We are laserfocused on the needs of Canadian farmers today and well into the future, offering industryleading products and new technologies to make them successful."

Bayer will be featuring a digital solution to combat canola disease, an all-in-one cereal seed treatment, a reimaged hybrid seed lineup, a new group 6 and 27 cereal pre-burn tool to tackle groups 2,4,9 and 14 resistant kochia, and a leading solution for lentil, chickpea and pea fungicide. There will be no shortage of crop protection and seed solutions at Canada's Farm Show this year.

A full list of crop companies participating in Canada's Farm Show include Bayer Crop Science, Syngenta Canada, Inc., FP Genetics, Agnition, Nufarm Agriculture, BASF Canada, Inc., Be-Long Corporation, CarbonWorks, Farmer's Business Network Canada, Inc., KOCH Agronomic Services, Richardson Pioneer Limited, Saskland Farm Service, Inc., Flawless Sales & Services, Ltd., and Cargill Regina Crush.

"We're thrilled to welcome Bayer to Canada's Farm Show this year," **Carla Vipond, Show Director of Canada's Farm Show**. "Their contributions to Canadian farmers are pivotal in driving the future of farming in our country. We look forward to seeing firsthand how their new offerings are shaping the upcoming growing season."

Visit Bayer in Booth #11670 in the Viterra International Trade Centre March 18 to 20, 2025 at Canada's Farm Show. Learn more at canadasfarmshow.com.

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About Bayer Crop Science Canada

Bayer Crop Science Canada is committed to advancing sustainable agriculture through cutting-edge innovations. From highperforming seeds to state-of-the-art digital farming solutions, Bayer helps farmers optimize productivity while reducing environmental impact. Learn more: [Bayer Crop Science Canada](#).

About Canada's Farm Show Regina, SK, presented by Viterra

Canada's Farm Show (CFS), is an annual event that brings farmers, exhibitors and partners together to kick off the growing season. Featuring hands-on learning opportunities, a vast tradeshow and engaging entertainment. The event provides a platform to explore new products, innovations and strategies for success. Grow Starts Here, March 18-20, 2025. canadasfarmshowreginask.ca

Media

Accreditation:

Media is invited to apply for accreditation to attend the show and have access to interviews, speakers, and key show attendees. You will have full access to the show and a dedicated media room. **Please send your requests to Tim Day, including any on-site requirements by March 11, 2025. Passes are limited.**

For more information, please contact:

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