



EVERY
ACRE
HAS A
STORY
TO TELL.



EVERYONE IS
LISTENING.

Share your sustainability story with the entire supply chain.

While there are many different definitions for sustainability, one thing is certain: Sharing your story about all that you do to ensure a healthy and abundant food supply is key and helps build trust at every opportunity.

Our goal is to help you do what you're already doing even better. Food production is a complex industry, so making sustainability easier to understand and quantify can go a long way towards our ultimate objective: growing a healthier world.

BETTER TOOLS
LEAD TO
BETTER CHOICES.

Measure how you grow, not just what you grow.

Good Growing Link is a Web-based community and sustainability toolbox that aggregates and analyzes production data to create a meaningful profile that's tailored to each of your customer's requirements. The result: a clearer picture of your operation's sustainability. Members can easily log in, enter data or pull existing data from other sources, and generate reports that assess operational strengths and areas for improvement that can be tracked over time.



Good Growing Link helps identify, measure, improve and promote your practices.

Thanks to collaboration with FoodLogiQ, the secure, industry-leading traceability technology platform, Good Growing Link helps the food supply chain make sense of sustainability. It helps growers track inputs and find opportunities for greater efficiency. It helps processors evaluate the sustainability of their supply chain. It helps retailers and food service ensure products in their stores meet their own sustainability requirements and those of consumers.

Good Growing Link helps the industry tell its story about sustainability. As the community grows and shares best practices and other insights, Good Growing Link will become a common exchange for all food chain supply participants.

THINK ABOUT
DOING THINGS
BETTER EVERY DAY.



Sustainability is not a goal. It's a journey.


Setting sustainability objectives is important. Even though we may never achieve perfection, it's the only way to be better than the day before—and that's what sustainability is all about. Starting with our farms, the food industry has a legacy of continually finding ways to do more while using less. It's both a source of pride and a business imperative.

Tools like Good Growing Link can help everyone up and down the food chain operate more efficiently while being responsible to our environment, community and employees. Good Growing Link will help users respond to inquiries with greater insight, promote themselves more effectively and most importantly, find ways to be more sustainable. Because talking about sustainability is good, but putting it into practice is even better.

For more information about Good Growing Link and how we're growing a healthier world, visit www.bayercropscience.us/our-commitment or visit the community at www.goodgrowinglink.com. Call 1-866-99-BAYER.



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