



***Press Release***

***For Immediate Release***

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**United Potato Growers of America and Bayer CropScience  
Continue Cooperative Efforts for Sustainable Agriculture**

***Local education seminars to further grower knowledge***

**LAS VEGAS, February 9, 2010** — In a meeting with North American potato growers, Bayer CropScience and United Potato Growers of America announced their continued commitment to sustainable agriculture and the world's food supply. As part of the announcement, Bayer CropScience has committed, for the third year, to be part of UPGA's United Potato Partners sponsorship program.

"This continued effort with Bayer CropScience represents the best in a working relationship between potato growers and an agriculture corporation," said Lee Frankel, UPGA president and chief executive officer. "For Bayer, the partnership fosters unique insights into the production needs of potato growers. For growers, the partnership offers invaluable insights into the global factors that influence their markets. Above all, Bayer CropScience's involvement in United helps our organization innovate and obtain the most up-to-date and accurate supply and demand data possible which then allows growers to grow and market their crops more successfully."

The announcement was made at the fourth annual North American Potato Grower Summit held in Las Vegas with representatives of UPGA, Potato Marketing Association of North America and United Potato Growers of Canada. The agreement includes sponsorship of potato grower seminars that will be held in California, Colorado, Idaho, Minnesota, Montana, North Dakota, Oregon, Washington and Wisconsin. UPGA also has a partnership arrangement with Bayer CropScience in Canada.

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“The mega-trends in agriculture: growing world population, growing wealth, climate change and a need for alternative feed stocks, continue to drive the need for innovative solutions to help growers meet the ever-increasing demand for affordable and high-quality food, feed, fiber and energy crops,” said Gregg Storey, manager, Industry Relations and Sustainability for Bayer CropScience.

During his remarks at the meeting, Storey commented on the definition of sustainability. “As a partner in the food chain, Bayer CropScience is dedicated to sharing the importance of modern agriculture to sustaining our world. Social, economic and environmental benefits are of equal importance when we define sustainability and sharing that vision outside of our industry is important. We need to remember that without modern crop protection and biotechnology, 50 percent of all crops would be lost to pests and an additional 2.5 billion acres of land would need to be converted from wilderness areas, habitats and forests to produce enough food.”

***About Bayer CropScience***

*Bayer is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer CropScience AG, a subsidiary of Bayer AG with annual sales of about EUR 6.4 billion (2008), 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 about 18,000 and is represented in more than 120 countries. This and further news is available at: [www.press.bayercropscience.com](http://www.press.bayercropscience.com).*

***About United Potato Growers of America***

*United Potato Growers of America was formed in March 2005 by growers to focus on managing national potato supply so as to positively affect grower profitability. Through UPGA membership, growers are empowered to better understand and act upon demand for their product.*

*At this time, UPGA members are in Alaska, California, Colorado, Florida, Idaho, Kansas, Minnesota, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, Oregon, Texas, Washington and Wisconsin. United Potato Growers of Canada was formed in February of 2006 and has a data sharing arrangement with UPGA. Additionally, UPGA has an alliance with its sister organization, Potato Marketing Association of North America, a bargaining association that represents process growers. UPGA was created under the provisions of the Capper-Volstead Act that was enacted in 1922 by Congress to allow growers to work collectively to market their products. UPGA’s vision is to provide a consistent supply of high quality potatoes at a reasonable price for everyone including the consumer. Call UPGA’s national office at 801-517-9000 or visit [www.unitedpotatousa.com](http://www.unitedpotatousa.com) to learn more.*

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