

3 potential violations

Counterfeit Products:

- Mimic original legitimate branded products
- Usually with high-quality labeling and packaging, reproducing the outer appearance of the originals
- Infringing intellectual property rights (IPR), e.g. trade-marks, patents and/or Plant Variety Protection (PVP)

Illegal Products:

- Do not mimic original products, no IPR infringement
- Might infringe patents and/or PVP
- Content of unknown quality and/or unknown quantity
- No or incomplete label information
- Illegal Parallel Imports (EU only)

Illegal Seed Practices

- Theft of parental lines
- Fraudulent labelling and misuse of variety denomination
- Illegalities during the vegetative propagation of hybrids
- Misuse of farm saved seeds
- Use of discarded & low quality seeds

Further information:

bayer.com/counterfeits-in-agriculture



Crop Life



ECPA



CapSeal



Anti-Counterfeit Management

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Counterfeits in Agriculture

Authentic crop protection products and seed varieties undergo intensive testing and strict regulatory evaluation before being placed on the market.

This guarantees safe and high quality products that contribute towards a sustainable agriculture.

However, the growing number of counterfeits in the market is not only compromising sustainable agriculture but also posing an unacceptable risk to human health and the environment.

Due to the unknown compositions, biological efficacy is unpredictable and can result in a complete damage of the treated crop.

The use of counterfeit seeds can dramatically reduce the yield of the crop and deteriorate the quality of the produce, leading to a complete loss of the production.



What can farmers do

to avoid counterfeit /illegal crop protection products and seeds

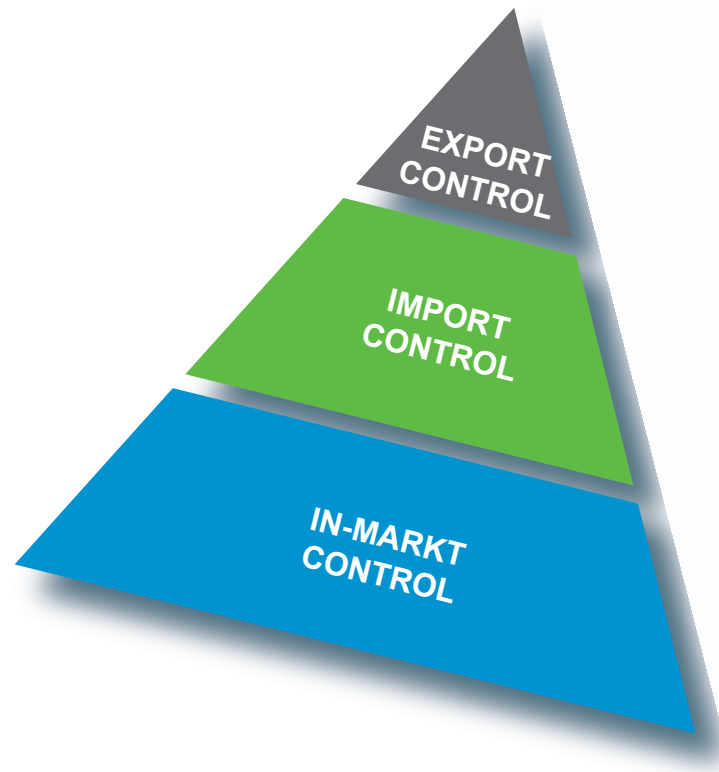
- Buy crop protection products / seeds only from a known and trustworthy dealer and never buy from the “black market” (e.g. directly from a truck or from any other non-authorized dealer)
- Ask for a correct and complete invoice, including the name of the product(s) and / or the varieties purchased
- Be suspicious if products or varieties are offered at an unusually low price or with foreign labels
- Check that the bottle / packaging is originally sealed at the time of purchase. Safety features must be entire and the CapSeal unbroken
- Always scan the CapSeal by using the Bayer CapSeal App



What is Bayer doing

to combat counterfeits in agriculture?

Bayer takes a zero tolerance position towards illegal activities and has implemented a global strategy to efficiently combat production, trade and use of counterfeit and illegal crop protection products and seeds.



What does that mean in detail...?

- We are driving activities worldwide to combat the production and export of counterfeits
- We apply a strict policy with our business partners and expect their full support in fighting any kind of illegal activities
- We support authorities worldwide with services and intelligence
- We raise awareness, deliver trainings and develop safety features such as the CapSeal

...being active on 3 levels!

Bayer CapSeal App



CapSeal

In order to help farmers and distributors to distinguish counterfeit from original Bayer crop protection products and seeds, Bayer has developed the CapSeal, a highly sophisticated, interactive safety feature for its products.

Bayer CapSeal - App

- Beside a Hologram, the CapSeal contains a QR-code
- Scanning the QR code with our CapSeal App provides the user immediate feedback regarding the authenticity of the code
- The user can immediately get in contact with Bayer, via just one click in the App
- The App is available in all languages
- Moreover, an unbroken CapSeal indicates that the bottle is originally closed by Bayer

