



**Your success.**  
*Our passion.*

Much More Potatoes Value Proposition

**National  
Demonstration  
Results**

**Bayer**  
*much more*  
**potatoes**

**Antracol**<sup>®</sup>  
with Zinc<sup>++</sup>

**BELT**<sup>®</sup>

**Folicur**<sup>®</sup>

**BISCAYA**<sup>®</sup>

**INFINITO**<sup>®</sup>

**BULLDOCK**<sup>®</sup>

**MOVENTO**<sup>®</sup>

  
**Confidor**<sup>®</sup>

**NATIVO**<sup>®</sup> 

**VELUM**<sup>®</sup>  
PRIME 400 SC

Potatoes are planted throughout the year under different and varying climate conditions. These unique conditions are a major challenge for potato producers because of the susceptibility of potatoes to diseases and pests. Bayer's core product range addresses most of these diseases and pests. It is thus advisable to have a complete spray program to protect your potatoes.

### Bayer Much More Potatoes

Bayer Much More Potatoes is a unique spray programme with determined benefits, namely:

- // higher yields per hectare;
- // better quality potatoes;
- // higher income per hectare;
- // better preventative control of diseases and pests; and
- // peace of mind.

The **Much More Potatoes** concept rests upon the potato producer, the Bayer area manager and the agent working together to compile a tailor-made programme which would address the producer's unique problems.



# Benefits

## of the Much More Potatoes Start offer

- // The “**Much More Potatoes Start**” offer forms the base of each programme;
- // It improves flexibility during the development of the programme to control different pests and diseases;
- // The offer is compiled for 4 ha units;
- // **Velum® Prime 400 SC** forms the corner stone to control nematodes and early blight, while **Belt®** controls potato tuber moth;
- // Protective gear is provided to protect the operator. In doing so, the safe use of crop protection products is ensured.

# Products

## of the Bayer Much More Potatoes Start offer

### Velum® Prime 400 SC

The **Bayer Much More Potatoes Start offer** includes **Velum® Prime 400 SC** that still provides early blight and nematode control. **Velum® Prime 400 SC** contains 400g/l active Fluopyram.

### Antracol® 70WP

**Antracol® 70 WP** contains the active ingredient Propineb and is a contact fungicide.

**Antracol® 70 WP** is highly soluble in water and has a fine particle size in comparison to other dithiocarbamates. The formulation has a high zinc content and plays an important role to manage zinc deficiencies. **Antracol® 70 WP** has a multi target mode of action and controls early and late blight.

### Nativo®

**Nativo®** is a systemic suspension concentrate fungicide with two active ingredients, namely Trifloxystrobin (100 g.a.i/l) and Tebuconazole (200 g.a.i/l) which provide early blight control. With **Nativo®** quality is non-negotiable.



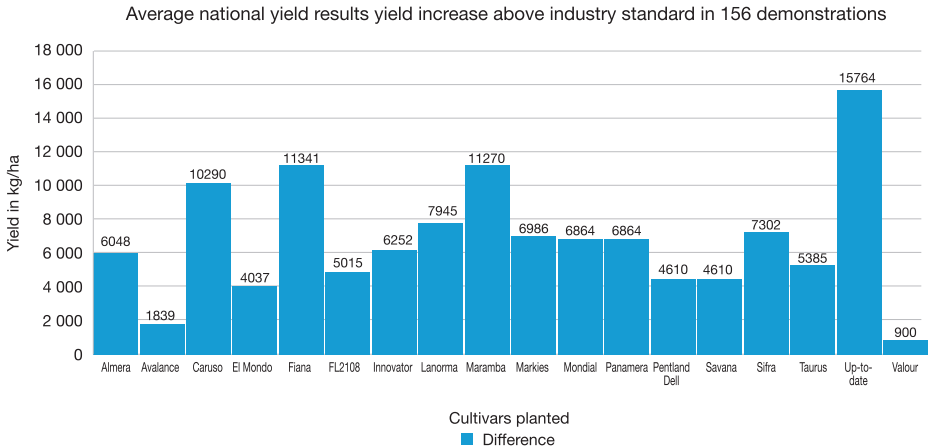


### **Belt®**

A foliar application non-systemic concentrate insecticide for the control of potato tuber moth. **Belt's** active ingredient Flubendiamide helps to stop feeding damage.

**The Much More Potatoes Start offer provides the producer with various benefits. When this offer is used as the base of your tailor made programme, the results will speak for itself.**

# National Yield Data (Velum® Prime vs untreated control and different nematicides)



National demonstration, in order from smallest to highest yield difference clearly illustrating the return on investment.

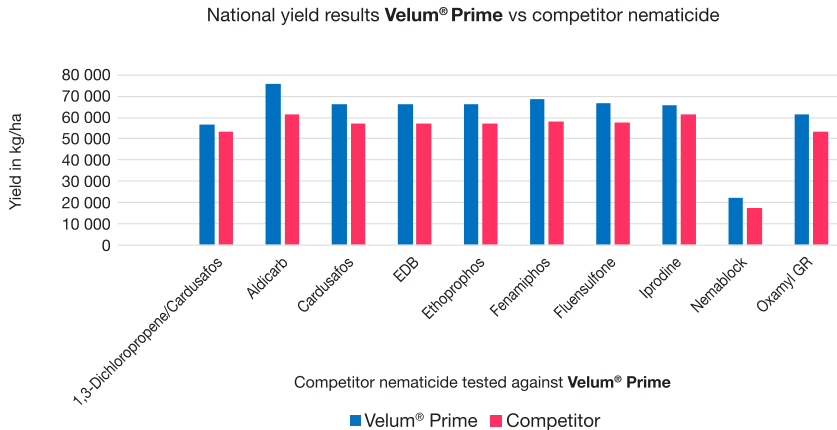
## General information

- // 2014 to 2019 a total of 156 demonstrations have been planted with **Velum® Prime**, on a wide range of potato varieties. **Velum® Prime** was tested against all nematicide products in the market and untreated controls.
- // National demonstration data includes all provinces of South Africa.
- // Information was captured post-harvest and prices used are the average market prices at the time.

## General conclusion from national trials data

- // The information collected was from 156 demonstration. In 95% of the demonstrations **Velum® Prime** outperformed the competitor by increasing yield (average 7 217kg) and controlling nematodes control.
- // The average return on investment gain was R26 926 per hectare.
- // The unique **Much More Potatoes Start offer** gives the farmer the advantage to manage input costs and disease risk.

# National Yield Data (Velum® Prime vs different nematicides)



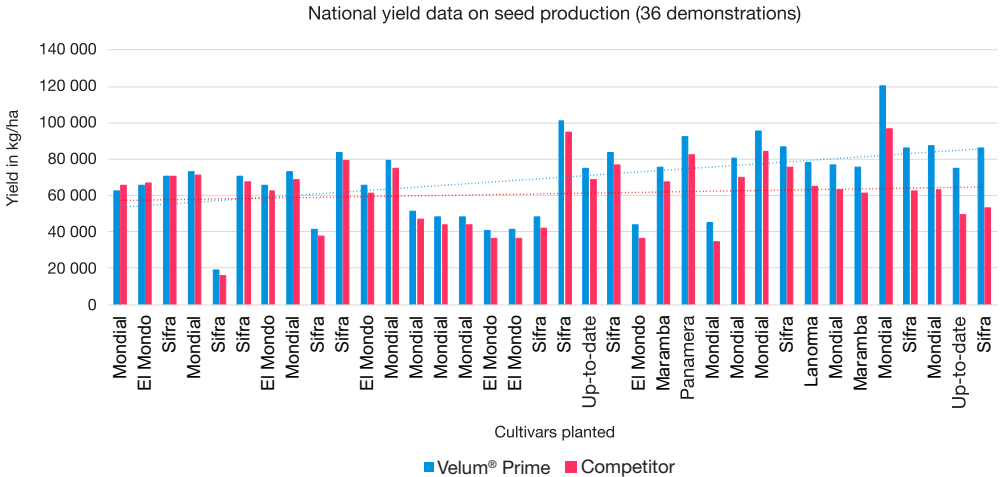
National demonstrations in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

## National yield results **Velum® Prime** vs competitor nematicide

### General conclusions

- // Nationally **Velum® Prime** was tested against a spectrum of nematicides in 116 demonstrations over South Africa.
- // In 93% of these trials **Velum® Prime** outperformed the competitors and produced a higher yield with better quality.
- // The average yield increase realised with **Velum® Prime** above that of the competitor is 7 082 kg/ha.
- // This also has the added financial benefit of R 26 762/ha.
- // In all of these demonstrations nematode control of **Velum® Prime** was the same or better than competing nematicides.

# National Yield Data



National demonstrations in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

## National yield data on all demonstrations for seed production

### Value proposition

- // Nationally 36 demonstrations have been planted to illustrate the value **Velum® Prime** adds to seed production.
- // An average yield increase of 8 772 kg/ha was achieved.
- // This has an average national financial advantage of R35 643 per hectare.
- // In recent demonstrations done in the Christiana area on Sifra the following was observed:

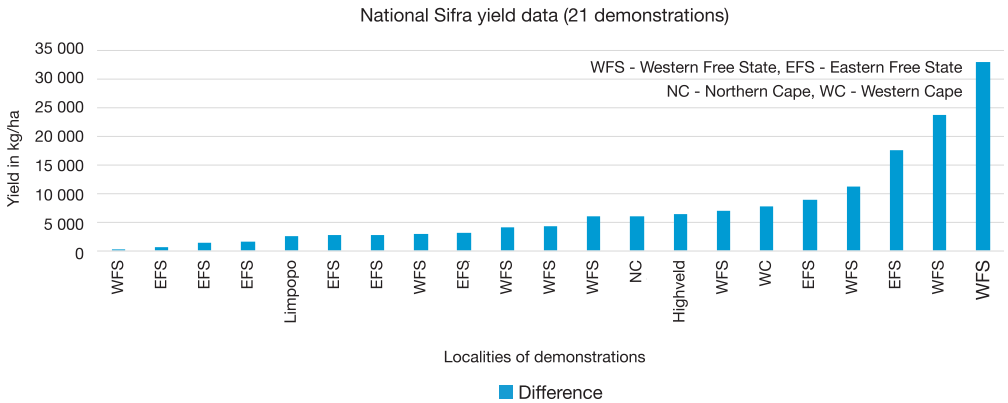
#### Bayer Program:

Average yield sent to market 61 ton/ha  
 Bags of seed produced - 446 per ha (18% of yield)

#### Farm standard program:

Average yield sent to market 51 ton/ha  
 Bags of seed produced - 405 per ha (20% of yield)

# National Yield Data



National demonstrations, in order from smallest to highest yield difference, clearly illustrating the return on investment.

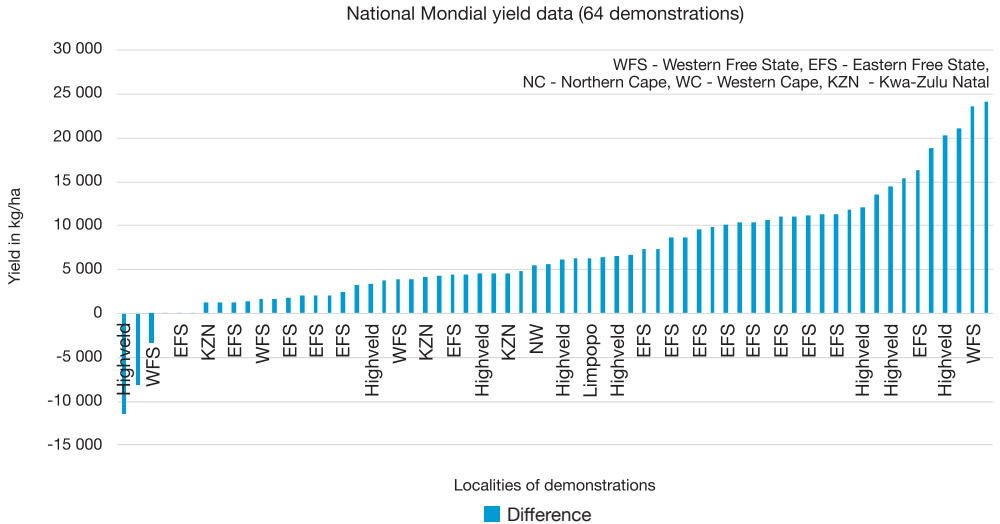
## National yield data Sifra

### Value proposition

- // Nationally 21 demonstrations were done with the Sifra cultivar against competitors and in all of them **Velum® Prime** increased yield.
- // An average yield increase of 7 302 kg/ha was achieved.
- // This has an average national financial advantage of R28 847.



# National Yield Data



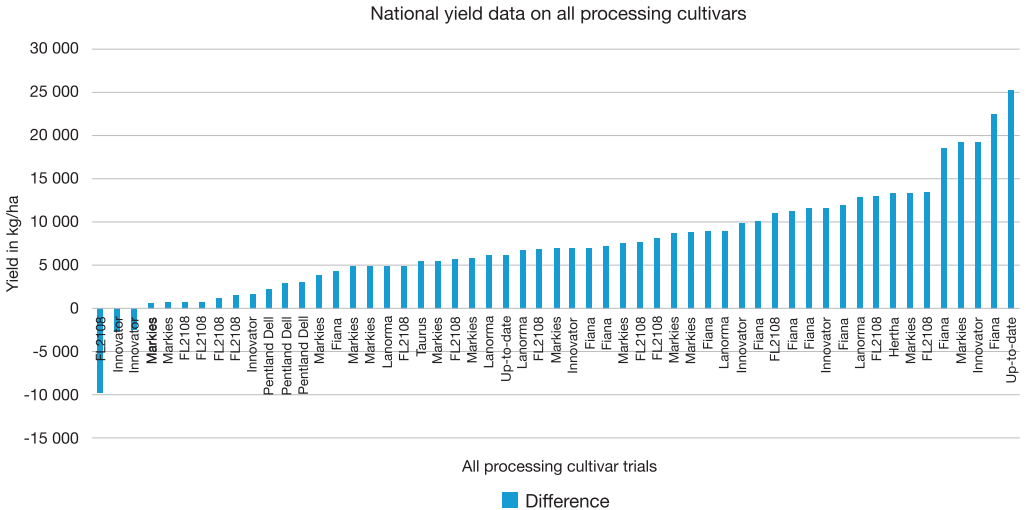
National demonstrations, in order from smallest to highest yield difference, clearly illustrating the return on investment.

## National yield data Mondial

### General conclusions

- // Nationally 64 demonstrations were conducted with the cultivar Mondial.
- // The use of **Velum® Prime** outperformed competitor products in 91% of the demonstrations.
- // A national average yield increase of 6 864 kg/ha was achieved.
- // The average national return on investment was R28 801.

# National Yield Data



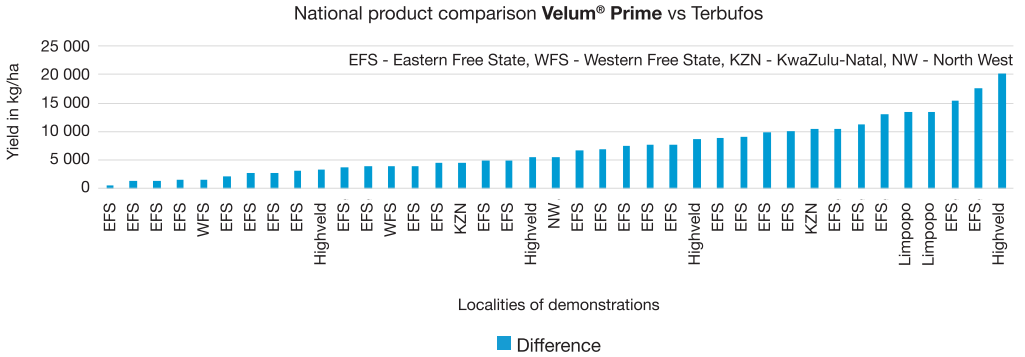
National demonstrations, in order from smallest to highest yield difference, clearly illustrating the return on investment.

## National yield data on all processing cultivars

### General conclusions

- // Nationally 55 demonstrations were conducted with processing cultivars.
- // These included :
  - // Fiana, FL2108, Hertha, Innovator, Lanorma, Markies, Pentland Dell, Taurus and Up-to-date.
- // The use of **Velum® Prime** outperformed competitor products in 95% of the demonstrations.
  - // A national average yield increase of 7 481 kg/ha was observed.
  - // The average national return on investment was R24 027/ha.

# Velum® Prime vs. Competitor



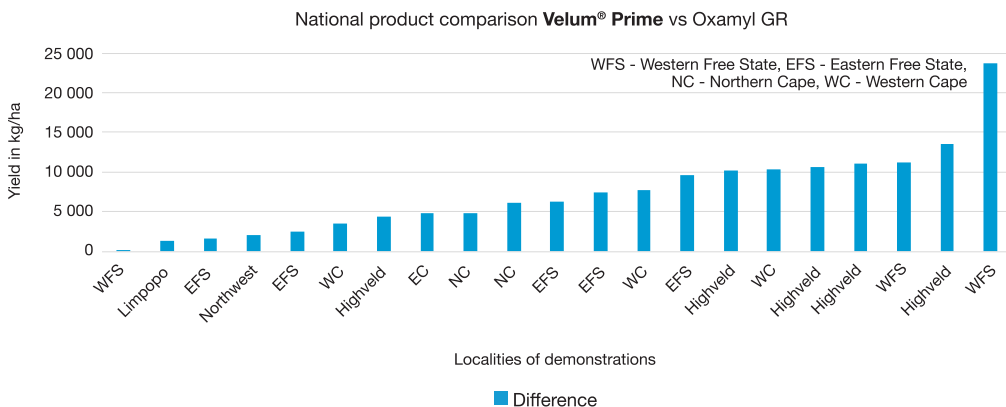
National demonstrations, in order from smallest to highest yield difference, clearly illustrating the return on investment.

## National product comparison **Velum® Prime** vs Terbufos

### Value proposition

- // In all demonstrations, **Velum® Prime** ensured a higher yield increase in comparison with Terbufos.
- // The average difference in yield was 7 006kg between the two products.
- // The average financial benefit from using **Velum® Prime** over Terbufos was R25 488.

# Velum® Prime vs. Competitor



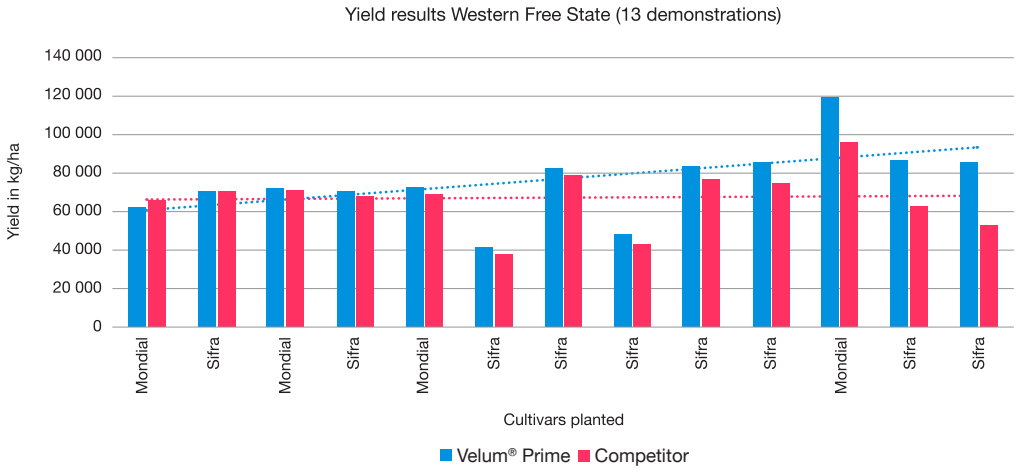
National demonstrations, in order from smallest to highest yield difference, clearly illustrating the return on investment.

## National product comparison **Velum® Prime** vs Oxamyl GR

- // All demonstrations were direct comparisons between **Velum® Prime** and Oxamyl GR.
- // Of the 21 demonstrations completed, **Velum® Prime** produced higher yields in all.
- // An average yield increase of 7 271kg/ha.
- // Financial benefit of R33 817.

# Western Free State Demonstration Results

## Western Free State



Western Free State demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

## Western Free State yield data

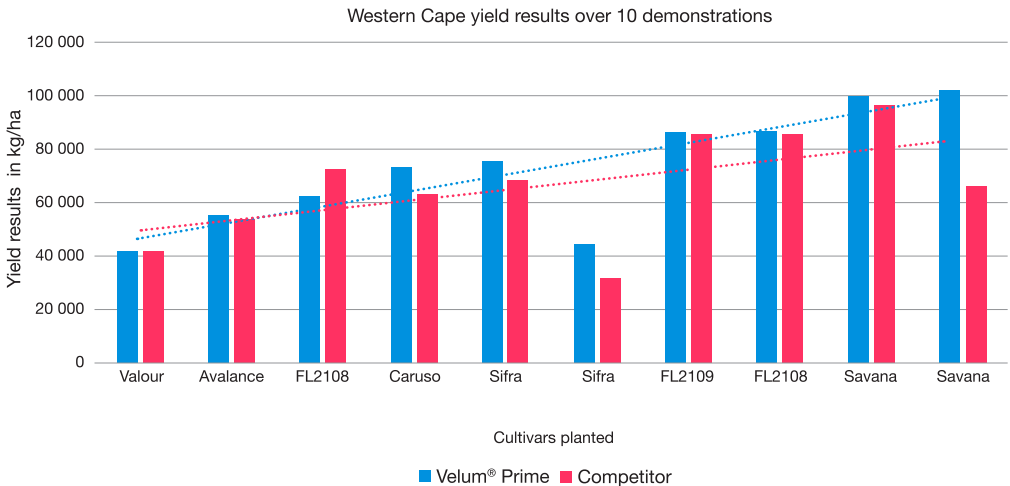
### General conclusions

- // There were 13 demonstration planted on Mondial and Sifra varieties.
- // All of the demonstrations were performed with seed potatoes.
- // Of these demonstrations, only one **Velum<sup>®</sup> Prime** demonstration was outperformed by a competitor.
- // The general yield increase was 9 080 kg/ha.
  - // Sifra - 10 260 kg/ha.
  - // Mondial - 6 426 kg/ha.
- // The general return on investment was R35 111.
  - // Average financial return on Sifra was R39 913/ha.
  - // Average financial return on Mondial was R24 306/ha.



# Western Cape Demonstration Results

Western Cape



Western Cape demonstrations, in order from smallest to biggest yield difference, linear trend lines clearly illustrating the return on investment.

## Western Cape yield data on all processing cultivars

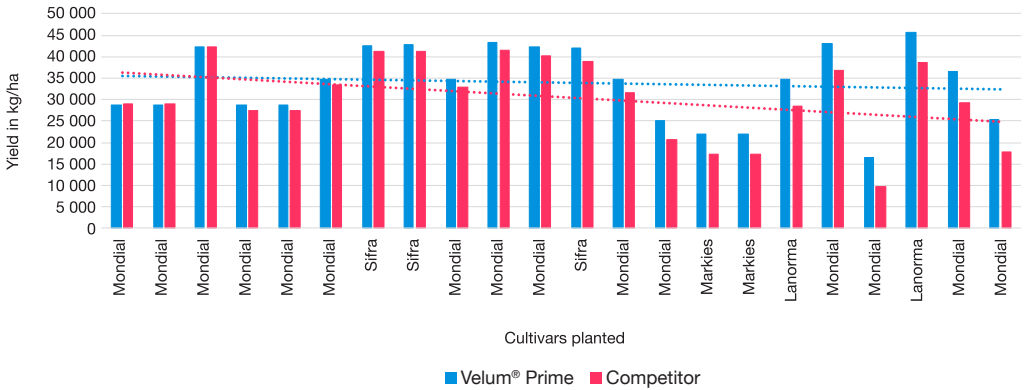
### General conclusions

- // Of the 9 demonstrations completed, **Velum® Prime** produced higher yields in 89% of these demonstrations.
- // Average yield increase of 5 772 kg/ha.
- // Increase in financial benefit of R12 782/ha.
- // No nematode infections.
- // **Velum® Prime** showed a yield increase in all demonstrations compared to Oxamyl GR.
- // Average difference in yield was 7 141 kg between the two products.
- // Average financial benefit from using **Velum® Prime** vs Oxamyl GR was R15 709/ha.

# Eastern Free State Demonstration Results

## Eastern Free State

Yield results dryland - Eastern Free State (30 demonstrations)



Eastern Free State dryland demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

## Eastern Free State - Dryland

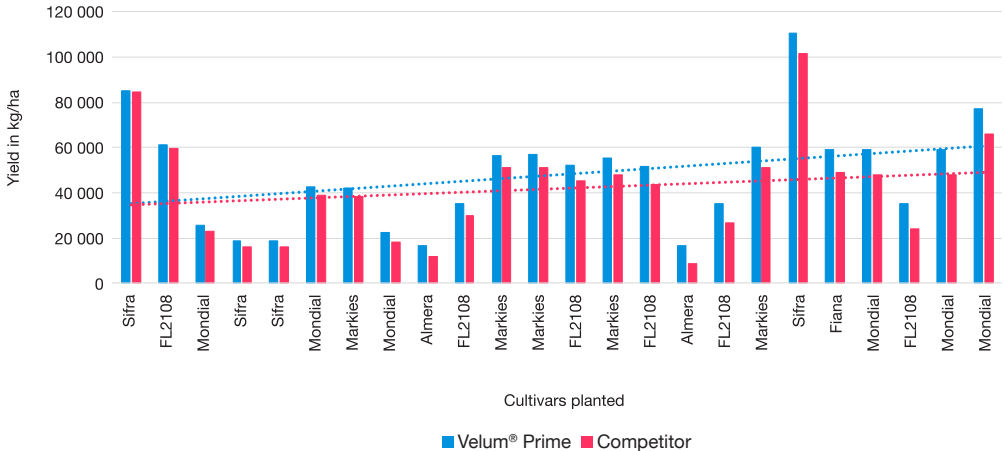
### General conclusions

- // Of the 30 demonstrations completed, **Velum® Prime** produced higher yields in 90% of the demonstrations.
- // Average yield increase of 5 050 kg/ha.
- // Increase in financial benefit (cross profit) R21 007/ha.
- // No nematode infections.

# Eastern Free State Demonstration Results

## Eastern Free State

Yield results irrigation - Eastern Free State (32 demonstrations)



Eastern Free State irrigation demonstrations, in order from smallest to biggest yield difference, linear trend lines clearly illustrating the return on investment.

## Eastern Free State - Irrigation

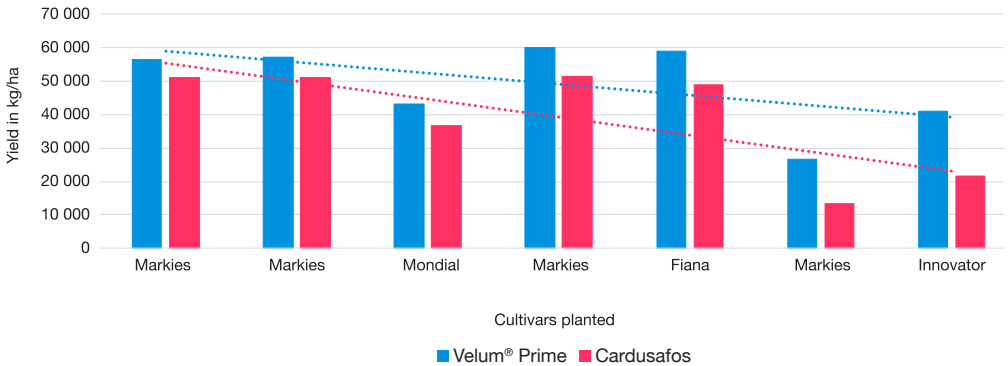
### General conclusions

- // Of the 31 demonstrations completed, **Velum® Prime** produced higher yields in all of the demonstrations.
- // Average yield increase of 8 775 kg/ha.
- // Increase in financial benefit (cross profit) R32 141/ha.
- // No nematode infections.

# Eastern Free State Demonstration Results

*Eastern Free State*

Eastern Free State - product comparison **Velum® Prime** vs Cardusafos



Eastern Free State dryland demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

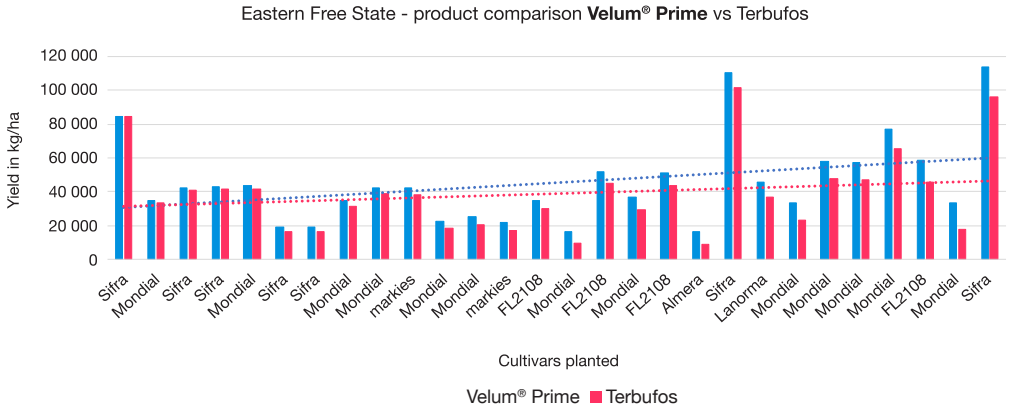
## *Eastern Free State - Velum® Prime vs Cardusafos*

### General conclusions

- // All demonstrations were direct comparisons between **Velum® Prime** and Cardusafos.
- // Of the seven demonstrations completed, **Velum® Prime** produced higher yields in all.
- // Average yield increase of 9 889 kg/ha.
- // Financial benefit of R38 176/ha.

# Eastern Free State Demonstration Results

*Eastern Free State*



Eastern Free State **Velum® Prime** vs Terbufos demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

## *Eastern Free State - Velum® Prime vs Terbufos*

### General conclusions

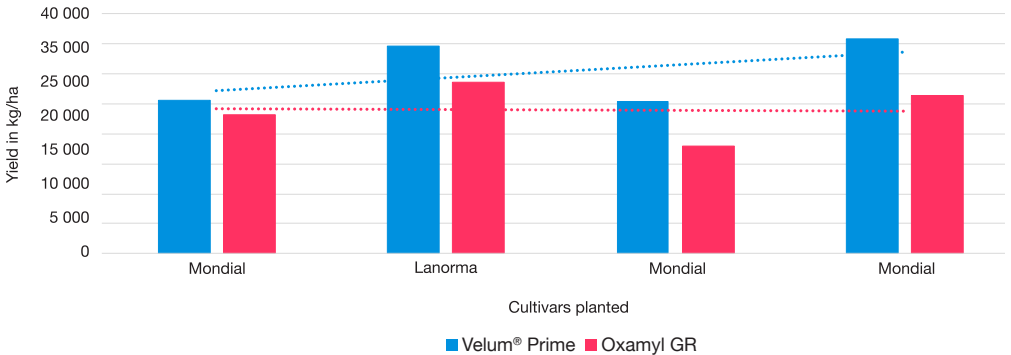
- // All of the demonstrations were direct comparisons between **Velum® Prime** and Terbufos.
- // Of the 28 demonstrations completed, **Velum® Prime** produced higher yields in all demonstrations.
- // Average yield increase of 6 529 kg/ha.
- // Financial benefit of R26 453/ha.



# Eastern Free State Demonstration Results

*Eastern Free State*

Eastern Free State - product comparison **Velum® Prime** vs Oxamyl GR



Eastern Free State **Velum®** vs Oxamyl GR demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

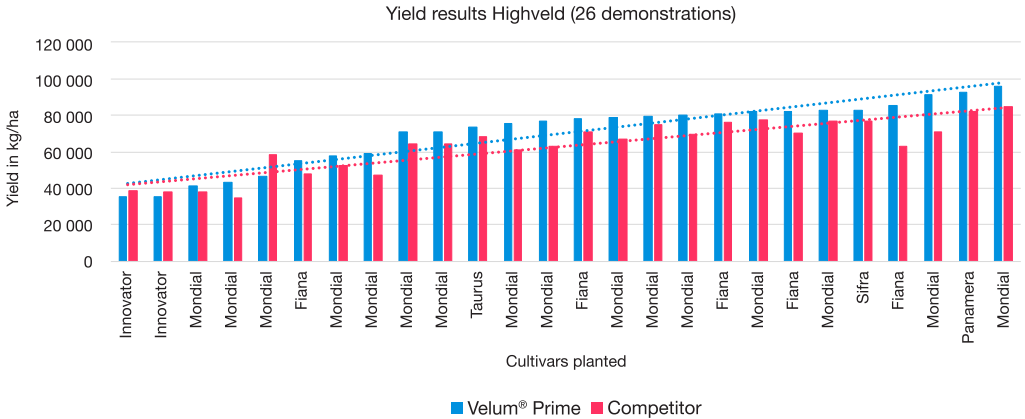
## *Eastern Free State product comparison **Velum® Prime** vs Oxamyl GR*

### General conclusions

- // All demonstrations were direct comparisons between **Velum® Prime** and Oxamyl GR.
- // Of the four demonstrations completed, **Velum® Prime** produced higher yields in all the demonstrations.
- // Average yield increase of 6 410 kg/ha.
- // Financial benefit of R25 180/ha.

# Highveld Demonstration Results

Highveld



Highveld demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

## Highveld yield results

### General conclusions

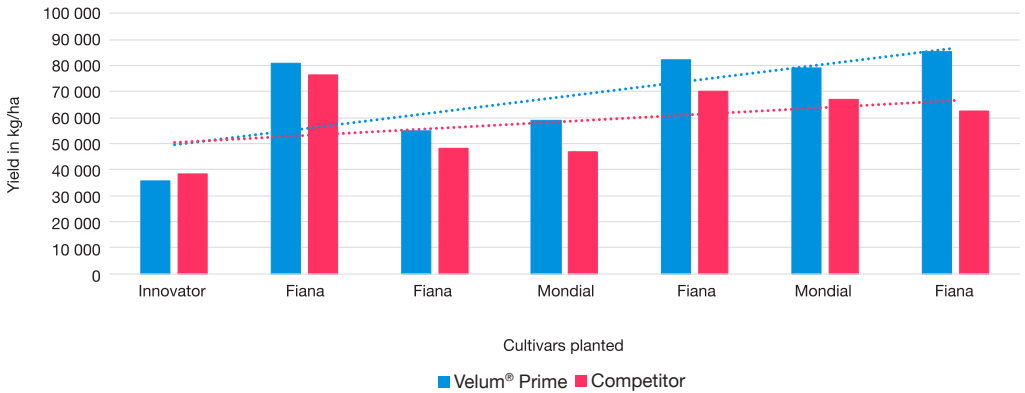
- // Of the 26 demonstrations completed, **Velum® Prime** produced higher yields in 89% of the demonstrations.
- // Average yield increase of 7 597 kg/ha.
- // Increase in financial benefit of R30 222/ha.
- // No nematode infections.



# Highveld Demonstration Results

Highveld

Highveld product comparison **Velum® Prime** vs Cardusafos



Highveld demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

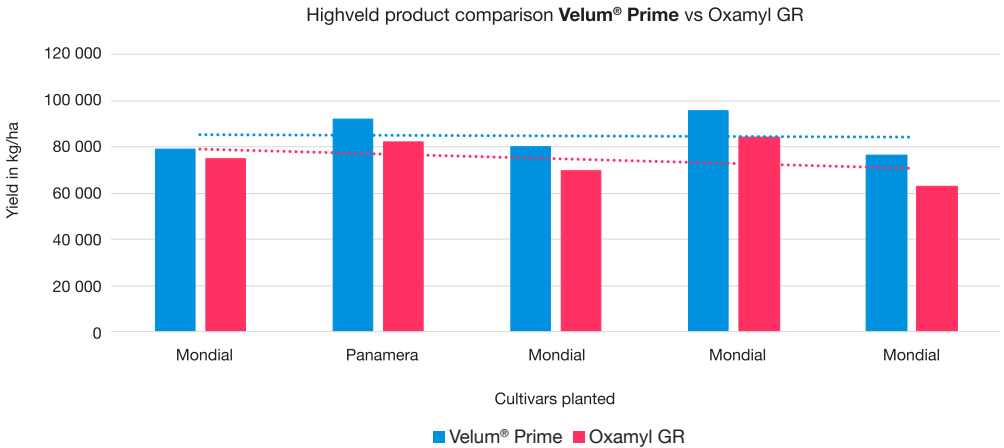
## Highveld yield results

### General conclusions

- // All of the demonstrations were direct comparisons between **Velum® Prime** vs Cardusafos.
- // Of the seven demonstrations completed, **Velum® Prime** produced higher yields in 86% of the demonstrations.
- // Average yield increase of 9 561kg/ha.
- // Financial benefit of R 39 964/ha.

# Highveld Demonstration Results

Highveld



Highveld demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

## Highveld - **Velum® Prime** vs Oxamyl GR

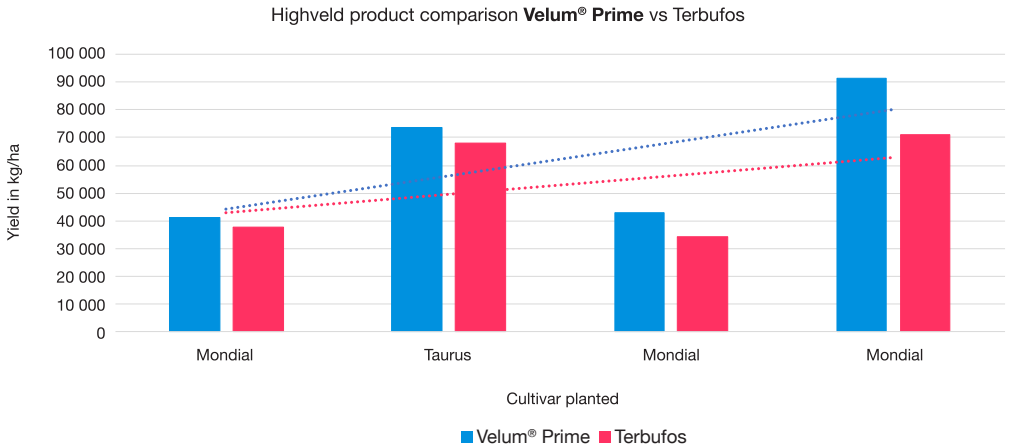
### General conclusions

- // All demonstrations were direct comparisons between **Velum® Prime** and Oxamyl GR.
- // Of the five demonstrations completed, **Velum® Prime** produced higher yields in all.
- // Average yield increase of 9 963kg/ha.
- // Financial benefit of R 55 744/ha.



# Highveld Demonstration Results

Highveld



Highveld demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

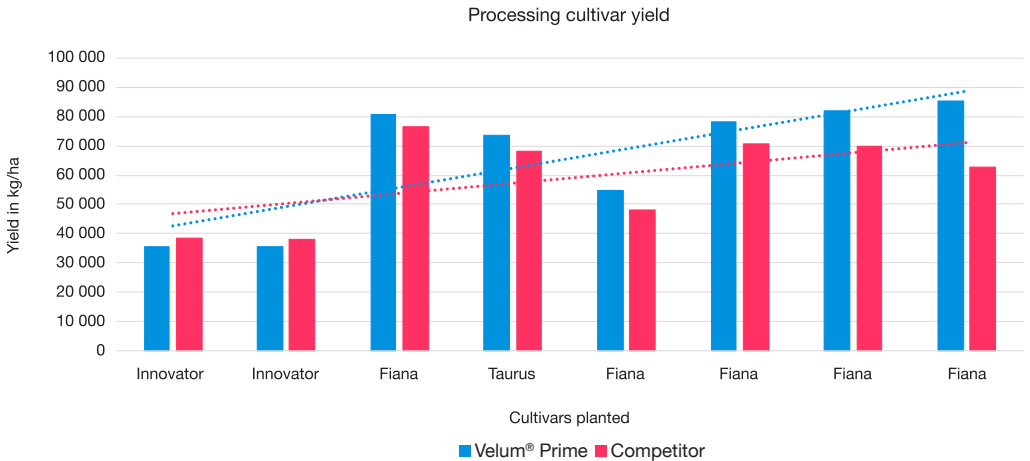
## Highveld product comparison **Velum®** vs Terbufos

### General conclusions

- // All demonstrations were direct comparisons between **Velum® Prime** and Terbufos.
- // Of the six demonstrations completed, **Velum® Prime** produced higher yields in all.
- // Average yield increase of 9 421kg/ha.
- // Financial benefit of R 27 798/ha.

# Highveld Demonstration Results

Highveld



Highveld demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

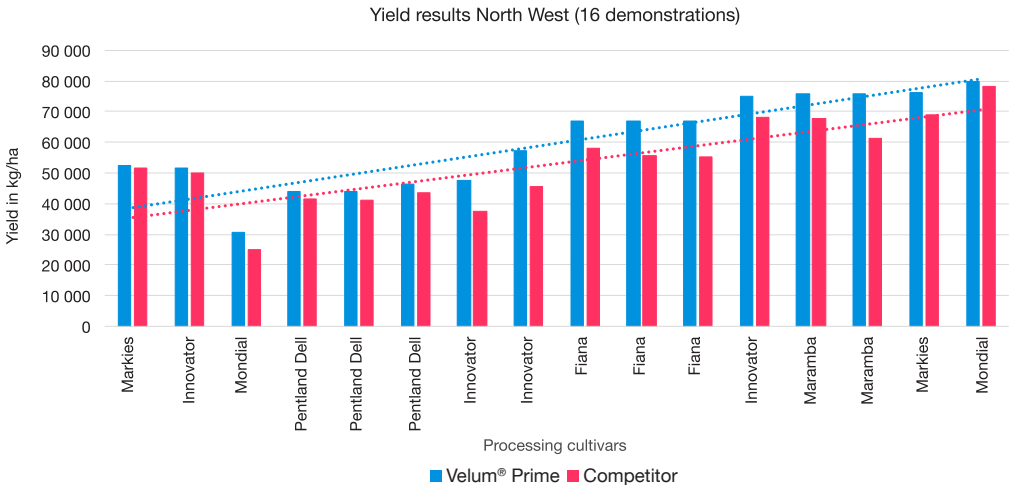
## Highveld yield results - Processing cultivars

### General conclusions

- // All demonstrations were direct comparisons between **Velum® Prime** and competitor product on processing cultivars.
- // Of the eight demonstrations completed, **Velum® Prime** produced higher yields in 67% of the demonstrations.
- // Average yield increase of 6 624kg/ha.
- // Financial benefit of R 19 313/ha.

# North West Demonstration Results

North West



North West demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

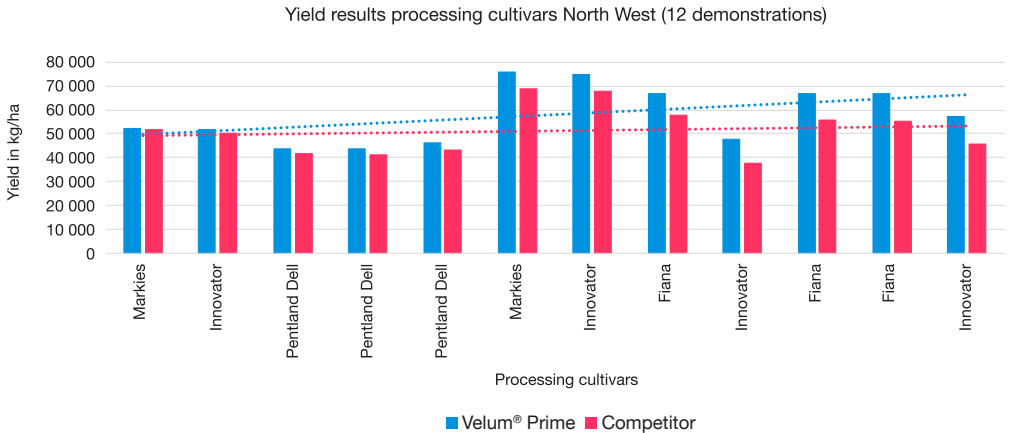
## North West

### General conclusions

- // All of the demonstrations were direct comparisons between **Velum® Prime** and competitor product.
- // Of the 16 demonstrations completed, **Velum® Prime** produced higher yields in all the demonstrations.
- // Average yield increase of 6 729kg/ha.
- // Financial benefit of R 22 259/ha.

# North West Demonstration Results

North West



North West demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

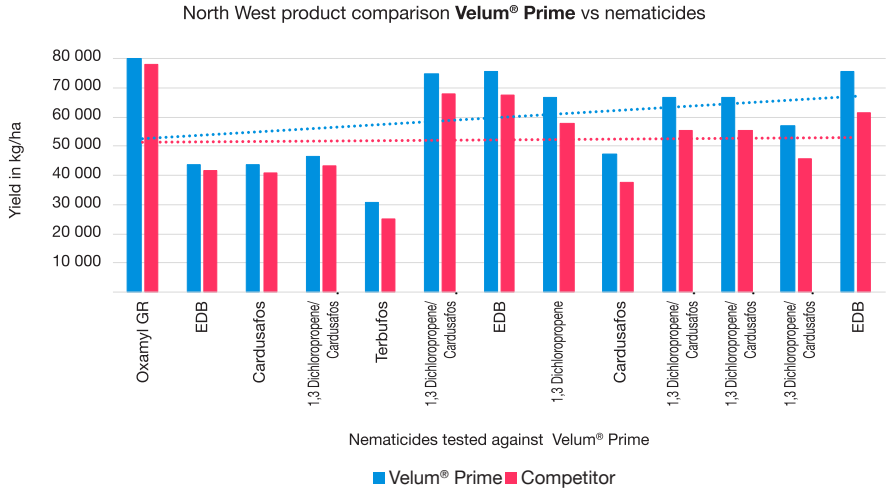
## North West yield results – processing cultivars

### General conclusions

- // All of the demonstrations where there were direct comparisons between **Velum® Prime** and competitor product.
- // Of the 12 demonstrations completed, **Velum® Prime** produced higher yields in all the demonstrations.
- // Average yield increase of 6 469kg/ha.
- // Financial benefit of R15 582/ha

# North West Demonstration Results

North West



North West demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

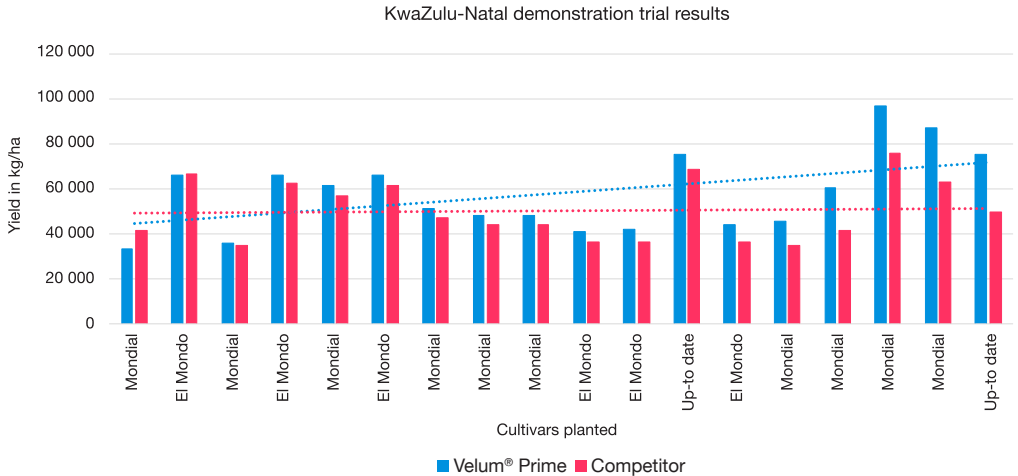
## North West - **Velum® Prime** vs different nematicides

### General conclusions

- // All of the demonstrations were direct comparisons between **Velum® Prime** and competitor product.
- // Of the 13 demonstrations completed, **Velum® Prime** produced higher yields in all the demonstrations.
- // Average yield increase of 7 565kg/ha.
- // Financial benefit of R 25 408/ha.

# KwaZulu-Natal Demonstration Results

*KwaZulu-Natal*



KwaZulu-Natal demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

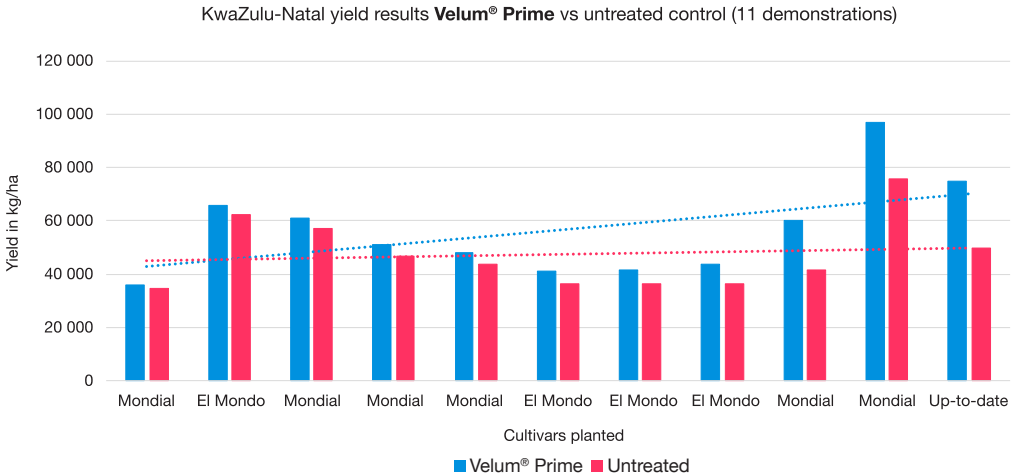
## *KwaZulu-Natal yield results*

### General conclusions

- // All of the demonstrations were direct comparisons between **Velum® Prime** and control.
- // Of the 18 demonstrations completed, **Velum® Prime** produced higher yields in all the demonstrations.
- // Average yield increase of 7 842kg/ha.
- // Financial benefit of R31 142 /ha.

# KwaZulu-Natal Demonstration Results

*KwaZulu-Natal*



KwaZulu-Natal demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

## *KwaZulu-Natal - **Velum® Prime** vs untreated control*

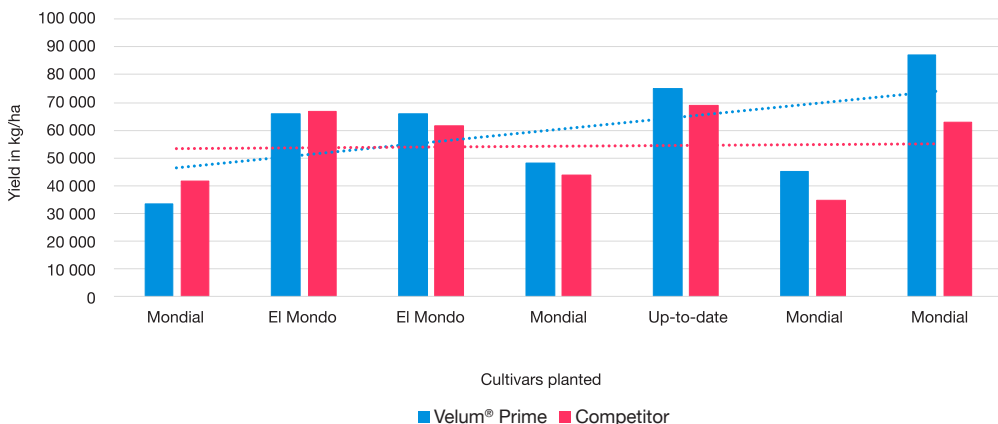
### General conclusions

- // All of the demonstrations were direct comparisons between **Velum® Prime** and untreated control.
- // Of the 11 demonstrations completed, **Velum® Prime** produced higher yields in all the demonstrations.
- // Average yield increase of 9 133kg/ha.
- // Financial benefit of R38 003/ha.

# KwaZulu-Natal Demonstration Results

*KwaZulu-Natal*

KwaZulu-Natal yield results **Velum® Prime** vs treated control (6 demonstrations)



KwaZulu-Natal demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

## *KwaZulu-Natal - Velum® Prime vs treated control*

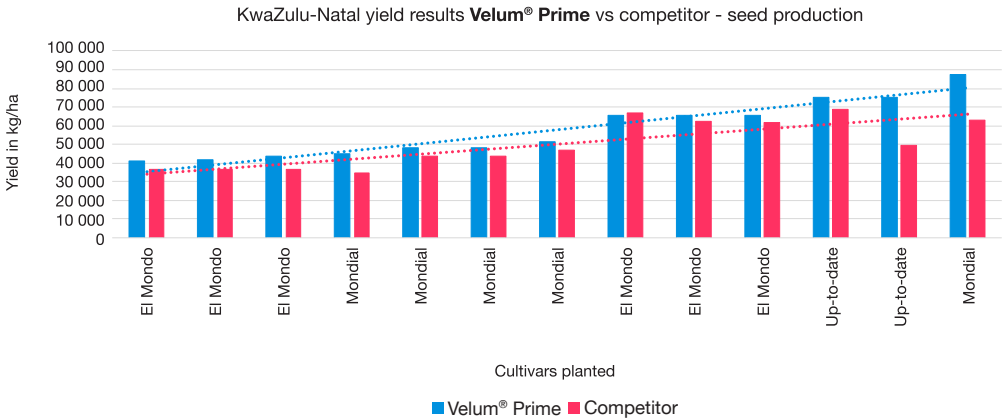
### General conclusions

- // All of the demonstrations were direct comparisons between **Velum® Prime** and treated control.
- // Of the seven demonstrations completed, **Velum® Prime** produced higher yields in all the demonstrations.
- // Average yield increase of 5 814kg/ha.
- // Financial benefit of R20 361/ha.



# KwaZulu-Natal Demonstration Results

*KwaZulu-Natal*



KwaZulu-Natal demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

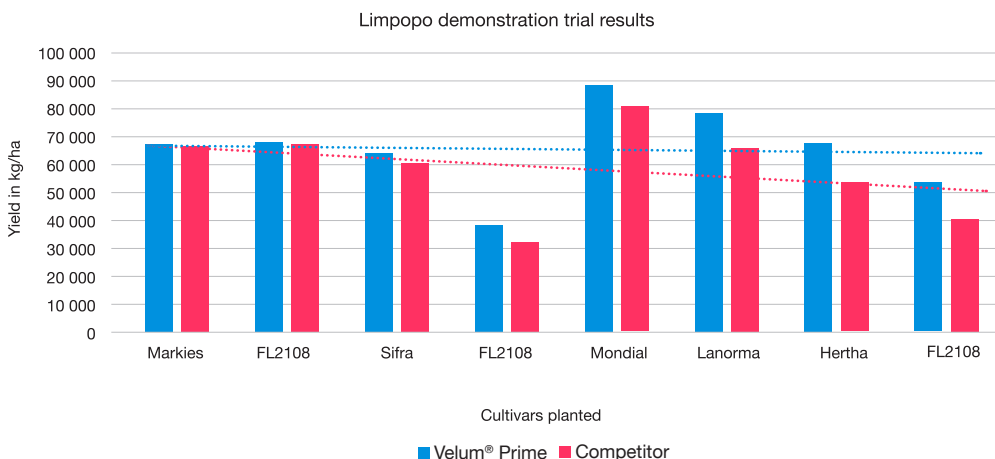
## *KwaZulu-Natal yield results - seed production*

### General conclusions

- // All of the demonstrations were direct comparisons between **Velum® Prime** and competitor product.
- // Of the 13 demonstrations completed, **Velum® Prime** produced higher yields in all the demonstrations.
- // Average yield increase of 7 981kg/ha.
- // Financial benefit (cross profit) R30 054/ha.

# Limpopo Demonstration Results

Limpopo



Limpopo demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

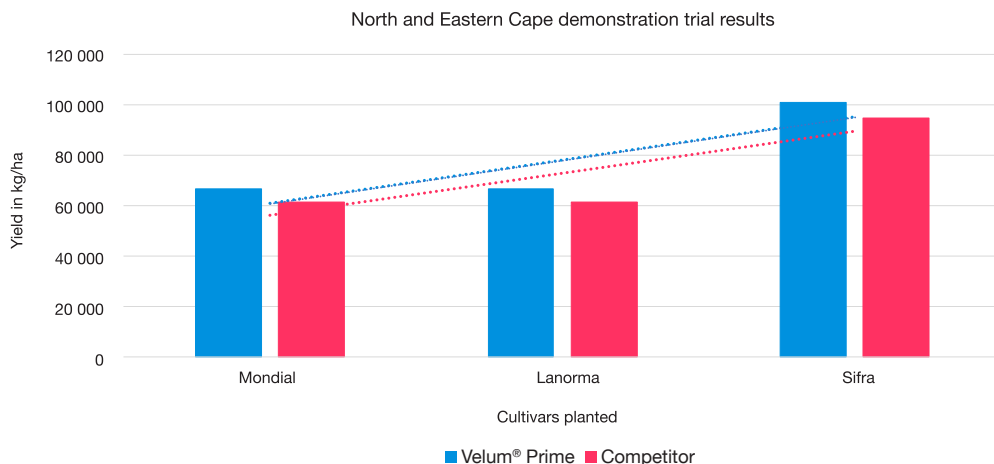
## Limpopo yield results

### General conclusions

- // These are all of the demonstrations were direct comparison between **Velum® Prime** and a competitor.
- // 8 demonstrations completed, **Velum® Prime** produced higher yields in all the demonstrations.
- // Average yield increase of 7 038kg/ha.
- // Financial benefit (cross profit) R20 390/ ha.

# Northern and Eastern Cape Demonstration Results

## Northern and Eastern Cape



Northern and Eastern Cape demonstrations, in order from smallest to highest yield difference, linear trend lines clearly illustrating the return on investment.

## Northern and Eastern Cape yield results

### General conclusions

- // All demonstrations were direct comparisons between **Velum® Prime** and competitor product.
- // Of the three demonstrations completed, **Velum® Prime** produced higher yields in all the demonstrations.
- // Average yield increase of 5 279kg/ha.
- // Financial benefit of R18 811/ha.
- // All these trials were completed with Oxamyl GR as competitor.

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