

JOURNEY OF A SEED

Journey of a Seed is an immersive educational experience designed to bring Bayer's innovation pipeline to life for growers. Through interactive stations and cinematic storytelling, the activation guides participants from genetic discovery and precision breeding through field testing and real-world performance, helping them understand how science, data and farmer collaboration combine to deliver the next generation of corn technology.

100%
PARTICIPATION
AT THE EVENT



SEE THE VIDEO



