

## Mechanisation

**Tractors** are one of the great labour-saving innovations of the 20th century.

By replacing horses and mules for power, tractors have

**SAVED OVER 655 MILLION MAN HOURS**

per year for farmers.

## Synthetic Fertiliser

Supplies essential nutrients for the growth of plants.

Fertiliser use can

**INCREASE CROP YIELDS BY 30 TO 50%<sup>1</sup>.**

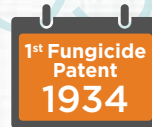
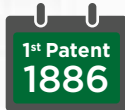
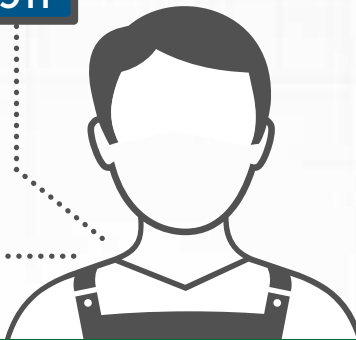


## Crop Protection Products

Protects crops against devastating diseases, insects and weeds.

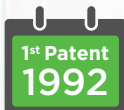
By reducing pest pressures, crop protection products

**CUT GLOBAL CROP LOSSES IN HALF EACH YEAR.**



**Innovation Helps Farmers Grow**

Learn more at [IP52.org](http://IP52.org)



## Plant Biotechnology

Built-in protection against pests that reduce crop yields and decrease growers' costs.

Grown on more than 1.5 billion hectares since 1996, biotech crops have

**ADDED €75 BILLION TO GLOBAL FARM INCOMES.**



## Drip Irrigation

Revolutionary irrigation method that provides water directly to the roots of a plant through a tube system.

Used on more than 6 million hectares around the globe, drip irrigation

**INCREASES YIELD POTENTIAL BY UP TO 50%.**