

For more information contact:

**Beth Roden**  
Phone: 919.549.2030  
Email: [beth.rodan@bayer.com](mailto:beth.rodan@bayer.com)

For more information contact:

**Jeanne Bernick**  
Phone: 563.508.3567  
Email: [jbernick@farmjournal.com](mailto:jbernick@farmjournal.com)

## **For Immediate Release**

### **Ryan Kirby Named 2011 Sustainability Award Winner**

*Bayer CropScience and TOP PRODUCER honor sustainable, young producer*

Chicago, IL (February 3, 2011) – Today’s young producers must balance the financial, environmental and societal impacts of agriculture. In recognition of this responsibility, [Ryan Kirby](#), a 2,500-acre grower from Belcher, La., was named the 2011 Tomorrow’s Top Producer Sustainability Award winner, presented by TOP PRODUCER and sponsored by Bayer CropScience at the Tomorrow’s Top Producer meeting in Chicago on Jan. 25.



**Ryan Kirby**

Kirby says his goal is to provide a stable, plentiful farm income for his family, while benefitting the environment as much as he can. He shows a passion for agriculture and for growing cotton, corn, soybeans and wheat in the most sustainable manner through water-conserving irrigation systems, precision application of fertilizer and inputs, and diversified crop rotations to manage risk.

“Bayer CropScience and TOP PRODUCER recognize that the younger generation of growers will need to demonstrate sustainability to their buyers and the end consumer more than ever before,” says Nick Hamon, vice president and head of sustainability for Bayer CropScience. “We want to reward those producers who show sustainable practices in their farming operations today and who plan to grow sustainably in the future.”

According to Kirby’s application for the award, he defines sustainability in agriculture as “the ability of agriculture to feed the entire world population without sacrificing the long-term viability or health of anything that agriculture affects, from the farmer to the consumer and the environment.”

“As we look to improve agricultural practices, sustainability plays a key role in increasing high-quality yields while protecting the environment,” says TOP PRODUCER editor Jeanne Bernick. “Young producers such as Ryan set a precedent for fellow growers to follow.”

As the award winner, Kirby received a Panasonic Toughbook laptop computer and a scholarship to attend Farm Journal’s Corn College educational seminar this summer. You can read more about Kirby and his sustainability practices in an upcoming issue of TOP PRODUCER.

### **About Farm Journal Media**

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 134-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the “AgDay,” “U.S. Farm Report,” “Corn College TV,” “Leave a Legacy TV” and “Outdoors on the Farm” national TV programs and produces the industry-leading

website *AgWeb.com* and the syndicated radio show *Consumer Ag Connection*. Farm Journal Media also licenses detailed industry data through its FarmReach™ database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom publishing services.

## **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 6.5 billion (2009), 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 18,700 and is represented in more than 120 countries. This and further news is available at: [www.press.bayercropscience.com](http://www.press.bayercropscience.com).

©2011 Bayer CropScience LP, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. Always read and follow label instructions. Bayer® and the Bayer Cross® are trademarks of Bayer. For additional product information call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at [www.bayercropscience.us](http://www.bayercropscience.us).