



Bayer AG  
Communications and  
Public Affairs  
800 N. Lindbergh  
St. Louis, MO 63167  
314-694-NEWS  
[www.news.bayer.com](http://www.news.bayer.com)

## News Release

### **Bayer Announces Full Commercialization of ThryvOn™ Technology in the U.S., a Unique Cotton Biotech Trait Set to Launch for 2023 Growing Season**

*First-of-its-kind trait in the industry offers unprecedented defense against key tarnished plant bug and thrips species.*

**St. Louis, MO, February 7, 2023** – In time for the 2023 cotton planting season, Bollgard® 3 ThryvOn™ cotton with XtendFlex® Technology is now commercially available. ThryvOn Technology provides built-in protection and may reduce the number of insecticide applications needed for control of key tarnished plant bug and thrips species.\*

This innovative cotton biotechnology trait has seen proven success during Ground Breakers® Field Trials in 2021 and 2022, providing farmers additional tools to protect against these damaging insects. During the 2021 and 2022 Bayer Ground Breakers® Field Trial program, the technology was shown to reduce average season-long injury from these harmful pests, which can provide for a stronger start to cotton plants and improved yield potential.

“We are thrilled to announce the commercial availability of ThryvOn Technology, the industry’s first cotton biotech trait of its kind,” said Lindsey Battle, Bayer trait marketing and launch lead for regional crops. “Tarnished plant bug and thrips species have become some of the most economically detrimental pests in U.S. cotton farming. This new technology provides built-in protection against these pests along with providing growers additional options and flexibility in how they manage their fields. We are excited to provide growers greater access to this technology in 2023 and beyond.”

ThryvOn Technology will be stacked with Bollgard 3 XtendFlex Technology to provide a broad spectrum of insect protection, including protection against bollworm, tobacco budworm, other common worm pests, key tarnished plant bug and thrips species as well as more options against tough-to-control and resistant weeds like Palmer amaranth, waterhemp and marestail.

“Bayer continues to be the leader in research and innovation when it comes to cotton,” said Battle. “Bollgard 3 ThryvOn cotton with XtendFlex Technology continues the tradition of providing growers with state-of-the-art tools and technologies that help them preserve their fields and protect their legacy.”

Bollgard 3 ThryvOn cotton with XtendFlex Technology is now commercially available nationwide. To learn more about purchasing, growers can talk to their dealer or visit [traits.bayer.com/Pages/Thryvon](https://traits.bayer.com/Pages/Thryvon)

*\*ThryvOn™ Technology may help reduce insecticide applications for key tarnished plant bugs and thrips species. Scouting is critical to determine which and how many insecticide applications are recommended to avoid economic losses greater than the pest management costs (i.e., when economic thresholds are met). Check with your local state extension university for the latest spraying recommendations.*

## **About Bayer**

Bayer is a global enterprise with core competencies in the life science fields of healthcare and nutrition. Its products and services are designed to help people and the planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to drive sustainable development and generate a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2020, the Group employed around 100,000 people and had sales of 41.4 billion euros. R&D expenses before special items amounted to 4.9 billion euros. For more information, go to [www.bayer.com](https://www.bayer.com).

## **Contact:**

Brian Leake  
Bayer  
Tel: (314) 370-3285  
Email: [brian.leake@bayer.com](mailto:brian.leake@bayer.com)

Lauren Velasco  
HLK  
Tel: (847) 567-4322  
Email: [lvelasco@hlkagency.com](mailto:lvelasco@hlkagency.com)

## **Forward-Looking Statements**

This material may contain "forward-looking statements" based on current assumptions and forecasts made by Bayer management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports which are available on the Bayer website at <http://www.bayer.com/>. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

ALWAYS READ AND FOLLOW IRM, WHERE APPLICABLE, GRAIN MARKETING AND ALL OTHER STEWARDSHIP PRACTICES AND PESTICIDE LABEL DIRECTIONS. ©2023 Bayer Group. All rights reserved.