GROWERTALKS

GT in Brief

9/1/2020

Bayer Introduces New Spanish Pest Identification Guide

Matthew Chappel



As part of its commitment to diversity and inclusion, the Environmental Science business of Bayer, part of the company's Crop Science division, has created a new Spanish Pest Identification Guide to effectively communicate important technical information about pests to Spanish-speaking laborers in greenhouse and nursery operations. Digital versions of the guide—in both Spanish and English—can be viewed, printed or downloaded for free on the Bayer website at environmental-science.bayer.us. Spiral-bound printed copies are also available for a nominal fee and can be ordered from the site as well.

"Greenhouses and nurseries are often employee workers who speak Spanish as a first language. As laborers are an important part of the success of production ornamentals operations, effective communication between growers and laborers is necessary to ensure the healthiest plants," said John Wendorf, customer marketing manager for Bayer Ornamentals. "Our new Spanish Pest Identification Guide serves to bridge communication gaps between growers and laborers, helping to ensure everyone knows how to identify pests, as well as how to use Bayer products to address those pests properly and safely."

This user-friendly guide is easy to follow and includes many pictures to help Spanish speakers not only identify pests, but also how to control these pests, including information on what types of personal protective equipment (PPE) should be worn while making pesticide applications. **GT**