



## **Bayer launches TurfView™ app in Canada to support turf managers with agronomic decisions**

*Guelph, ON (March 24, 2021)* - Bayer Environmental Science introduces TurfView™, an innovative turf management platform designed to support turf managers' decisions. TurfView™ provides real-time pest and vegetation model alerts based on hyper-localized agronomic data. TurfView™ marks another step from Bayer to provide cutting-edge solutions for turf managers that supports healthy and desirable playing conditions as the sport of golf grows.

“We’re delighted that Canada is the first country to launch TurfView™. We’ve had very positive feedback from customers who’ve had a chance to test it and have a strong team in place to support users in discovering its features,” says Colin White, marketing manager for Bayer Environmental Science Canada.

### **Highly useful features**

TurfView™ provides turf managers with real-time agronomic data specific to their facility. The precise, up-to-the-minute weather data includes lightning alerts and radar views and is based on geo-points individually selected to best represent the course. Based on this data combined with specific pest models TurfView™ is able to reliably predict the risk of various diseases and insects before they occur. Golf course Superintendents can base turf management decisions on localized predictions and reliable forecasts, while tracking weeds, insects and pests with the accurate Growing Degree Days model. TurfView™ can also help to optimize irrigation thanks to accurate recommendations based on soil temperature and moisture, evapotranspiration, and cloud cover. Most importantly, all these features come in just one easy-to-use app available on all mobile devices and desktop interfaces.

“Through the launch of TurfView™ we are contributing to our goal of helping our professional customers to achieve the best in their daily work,” says Jose Milan, Turf & Ornaments Global Community Manager. “TurfView™ supports the decisions of the turf manager with localized and easy to access agronomic information.”

To find out more about TurfView™ visit [www.turfview.com](http://www.turfview.com) or contact customer service at **833-722-4218**.

### **About Bayer Environmental Science:**

Bayer Environmental Science is a division of Bayer – a company that has been delivering on its mission of Science For A Better Life for more than 150 years. Bayer Environmental Science is a leader in the turf, ornamental, vegetation management, pest control and forestry industry in Canada. We are dedicated to the research, development, stewardship and marketing of solutions that provide customers with best-in-class products to protect and care for the environment where we all live, work and play. [www.es.bayer.ca](http://www.es.bayer.ca)

### **For more information:**

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