

# Bayer's 2024 Annual Report Proves Their Threat to Walk Away from Glyphosate is a Bluff

## Bayer Won't Abandon Glyphosate—Here's Why

Bayer's lobbyists claim they may pull glyphosate (Roundup) from U.S. agriculture if they don't get total immunity. This is a scare tactic to pressure lawmakers. The reality: **Bayer makes too much money to walk away.**

## Glyphosate is Too Profitable to Drop

- **€22.259 billion (~\$24B USD)** in 2024 Crop Science sales; **€2.647 billion (~\$2.9B USD)** from glyphosate ([Bayer 2024 Annual Report, p. 62](#)).
- Glyphosate remains a **top-selling product in the U.S.** (Bayer 2024 Annual Report, p. 79).

## Bayer's Empty Threats

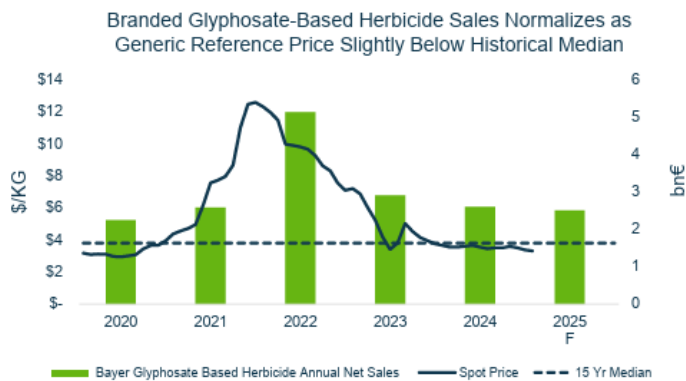
- **Bayer made this threat in 2024—then kept selling glyphosate when immunity was rejected.**
- **Bayer has never told investors it might exit the U.S. glyphosate market.** If they were serious, they'd be legally required to disclose it—but they haven't.
- **Bayer continues to invest in glyphosate products and crops** (Bayer 2024 Annual Report, p. 79).



## Solid Demand and Stabilized Glyphosate Pricing Expected in 2025



### Glyphosate



### Market Trends:

- > Global demand continues to remain strong in 2025 with generic supply and channel inventory consistent with historical levels
- > Generic Chinese glyphosate technical reference spot price continues to trend slightly below 15-year historical median price

### Our Strategy:

- > Maintain supply for ~40% global glyphosate market, with focus on the over-the-top markets in the Americas
- > Maintain brand premium over generic glyphosate-based herbicides with agile and strategic pricing; with focus on low-cost operating model
- > Distinctly steered in a competitive commodity market

## If Bayer Leaves, Others Step In

Even if Bayer pulled out, glyphosate wouldn't disappear:

- **Iowa-based Albaugh LLC** manufactures generic glyphosate and would take Bayer's market share.
- **Tariffs on imports favor U.S. producers**, Bayer stands to benefit from continued sales in US.

## Conclusion: Bayer's Bluff Should Be Rejected

Bayer is bluffing to bully lawmakers into granting immunity. The facts are clear: Bayer continues to invest in glyphosate in the US, because glyphosate is too profitable for Bayer to abandon.

Lawmakers shouldn't fall for corporate blackmail. Bayer isn't leaving—it just wants a free pass from accountability. Reject their immunity demands.