



## News release

---

Bayer HealthCare presents third *forsa* survey at the International Green Week:

### **Consumer trust in meat increases slightly**

More education on the topic of animal health and food safety required

---

**Berlin / Leverkusen, January 24, 2008** – “Do you believe that meat is a safe food in Germany today?” This question was put to more than 1,000 German citizens in January 2008 by the market research agency *forsa* on behalf of Bayer HealthCare AG. The results show that consumer confidence in meat in Germany has risen again slightly. The findings of the representative survey were presented by Bayer HealthCare at the “Day of Responsibility: Animal Health – from the stable to the plate” at the 2008 International Green Week in Berlin.

On a scale of one to ten (1 = completely unsafe, 10 = completely safe) on the ‘Meat-O-Meter’ set up by Bayer HealthCare, the mean rating is now 6.1 (compared with 5.9 in 2007). Around 30 percent of those questioned believe that meat is mainly or completely safe, while some 12 percent stated that they had little or no trust in meat as a foodstuff. “These findings show that winning back consumer trust in this food is a lengthy process,” said Christian Behm, Head of Animal Health at Bayer Vital GmbH. The ‘Meat-O-Meter’ is a trend barometer used to regularly illustrate how consumers perceive the safety of meat as a foodstuff in Germany.

According to those surveyed, abattoir staff and butchers have the greatest influence on meat safety. 37 percent named these occupations, closely followed by food inspectors (32 percent), farmers (25 percent) and the meat-processing industry (24 percent). At the bottom of the list were veterinarians, whom only 11 percent of consumers regard as significant, despite them being responsible for the health of animals and therefore playing a crucial role in the production of healthy food. Bayer HealthCare AG, as one of the leading manufacturers of animal health products, supports various campaigns initiated by the veterinarian community and has launched its own measures to improve

public knowledge about the work performed by veterinarians and the necessity of veterinary drug use.

Overall, the results of the survey show that most consumers still know very little about agriculture and therefore have little conception of how their food is produced. “If they knew more, the level of appreciation for farmers and veterinarians, both of whom are intensively involved in promoting animal health and appropriate care, would be much higher,” said Behm. “That’s why it is vital that all those responsible for our food continue to work together to educate consumers about this topic in the future.”

**About Bayer HealthCare:**

Bayer HealthCare, a subsidiary of Bayer AG, is one of the world’s leading innovative companies in the health care and medical products industry. The company combines the activities of the Animal Health, Consumer Care, Diabetes Care, and Pharmaceuticals divisions. The company's pharmaceuticals business operates under the name Bayer Schering Pharma AG. Bayer Vital GmbH is the German sales organization of Bayer HealthCare AG.

Bayer HealthCare’s aim is to discover, develop, manufacture and market products that will improve human and animal health worldwide.

Contact:

**Kerstin Nacken, Tel.: 02173-38 4019**

E-mail: [kerstin.nacken@bayerhealthcare.com](mailto:kerstin.nacken@bayerhealthcare.com)

**Just a click away – our press service with images and texts online:**

[www.viva.vita.bayerhealthcare.com](http://www.viva.vita.bayerhealthcare.com)

**More detailed information on the topic of “Healthy animals for healthy food” can be found at [www.animalcare-forum.de](http://www.animalcare-forum.de) [German-language only]**

fh/ken (2008-0021)

**Forward-Looking Statements**

**This news release contains forward-looking statements based on current assumptions and forecasts made by Bayer Group 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 our annual and interim reports to the Frankfurt Stock Exchange and in our reports filed with the U.S. Securities and Exchange Commission (including our Form 20-F). The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.**