

# Handle With Seedcare



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**A**t Syngenta, we understand that the wheels of change drive innovation and inspire us to look beyond the ordinary. During the last 10 years alone, our scientists and breeders have spurred revolutionary advancements in seed technology across a

diverse range of crops. As a result, the investment growers make in high-value seeds has increased substantially. And so has the need to shield that investment.

Syngenta seed treatments help protect the biological potential of seeds. No longer just targeted to early-season soilborne pathogens, our seed care products protect plants from a broad spectrum of insects, diseases and nematodes. But they also do more: They promote Rooting-Power, the proven link between stronger roots and higher-yielding plants.

"In our latest issue of *Thrive* magazine, which you can access at [www.SyngentaThrive.com](http://www.SyngentaThrive.com), we feature some of our most exciting breakthroughs, including our first fungicide active ingredient developed specifically as a seed treatment. We also preview some of our ongoing development projects that promise to broaden our nematode management offers. Additionally, we're formulating treatments that better equip plants to handle abiotic stresses, such as drought, heat, wind and nutrient deficiency.

While creating industry leading technologies

is a top priority for Syngenta, so is continually improving the seed treating process itself. Researchers within our international network of Seedcare institutes make sure Syngenta treatments adhere to the seed and do not affect the flow of seed through the planter. Reinforcing these efforts, our annual certification program trains our treater partners on the latest processes and helps them accurately deliver the full benefit of cutting-edge genetics to growers.

Along with specific developments in our seed care portfolio, Syngenta as a whole is evolving. Our recent move to become a more solutions-based company enables us to look at crops holistically. As a result, our seed treatments can bring even more value to growers through integrated programs that also include targeted traits and other crop protection chemistries.

We're updating the way we communicate as well. In an age where growers are just as likely to click on an app as pick up a newspaper, we're turning to online sources to convey important information about our products and the industry. A good example is *Thrive*. With Syngenta celebrating the print magazine's fifth anniversary, we're also launching a companion digital version so we can reach a broader audience in a format that makes sharing content easier.

As the seasons change and a new year approaches, the continued progression of our dynamic industry is certain. But the enduring commitment of Syngenta to service, innovation and our customers will never waiver. Δ

*COBY LONG: Head, Seedcare Product Management, Syngenta*



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