

Syngenta showcases sustainable vegetable seeds portfolio

Fruit Logistica 2020, Hall 1.2 – Booth D-16

Fruit Logistica 2020 Syngenta highlights:

- Syngenta \$2bn investment in accelerating innovation to deliver more sustainable solutions
- Industry Future Labs event addresses ‘Unlocking the future of plant breeding’
- Syngenta YOOM™ tomato nominated for Fruit Logistica Innovation Award 2020

Plant-based diets can play a role in reducing carbon emissions, but to realistically deliver significant and sustainable change, the industry must further improve efficiency throughout the value chain, as well as providing vegetables that are attractive to consumers.

The Syngenta Vegetable Seeds team will welcome customers and stakeholders to their stand at Fruit Logistica 2020 (Berlin, 5-7 February). The company will showcase a new complete portfolio of varieties, with the goal of delivering reliable and sustainable solutions to the whole value chain.

Among the exciting innovations on display will be the full range of sweet pepper varieties which offer year-round supply, along with the best resistance package, and suitable for conventional or organic agriculture. The mini seedless watermelon is another innovation, a new size concept for modern family with minimal waste.

“Syngenta recently announced the company’s commitment to invest \$2bn in innovation, specifically targeted to delivering a step change in agricultural sustainability,” said Arend Schot, Head of EAME Vegetable Seeds.

Points of key focus for Syngenta investment in sustainable plant breeding include:

- **Increase quality and nutrient value of food**
- **Lower labor requirement**
- **Improve resilience to climate change**
- **Reduce food waste**
- **Reduce use of pesticides**

Mr Schot cited the examples of Syngenta’s innovation of Easy-Broq brassica, and baby plum tomato varieties, that have significantly reduced food waste at every point of the value chain.

The new Champion cabbage product line has demonstrated greater resilience to the effects of climate change, whilst new kohlrabi clubroot resistant varieties enable growers to face the growing pressure for this disease and still produce high yields of quality product.

“Greater emphasis on genetic traits and plant breeding technologies to deliver sustainable solutions will help growers to improve soil health, protect natural resources and support climate smart agriculture – which is a key concern for consumers,” added Mr Schot.

Future labs - ‘Unlocking the future of plant breeding’

Visitors to Fruit Logistica will get the chance to attend ‘*Unlocking the future of plant breeding*,’ held with the International Seeds Federation (Future Labs Hall 27, Wed 5 Feb, 2pm). Dr Alexandra Brand, Syngenta Chief Sustainability Officer, will join a panel of industry specialists to explore the benefits new technologies could bring to consumers and retailers.

“Innovations in plant breeding offer one part of many solutions to the global challenge of building sustainable food systems in the face of climate change and meeting an ever-growing consumer demand for quality, healthy food,” said Dr Brand. “We look forward to engaging in positive dialogue about what this means for the food value chain and consumers.”

Innovation Award

Syngenta's exciting YOOM™, the unique purple cocktail tomato, has been nominated for the prestigious Fruit Logistica Innovation Award (FLIA). Presented at the event, it honors outstanding innovations in the entire fruit and vegetable supply chain, from production to point of sale.

Jeremie Chabanis, Value Chain Lead EAME, said: "YOOM™ has proven to be a truly outstanding variety for its unique flavour and benefits, combined with its visually attractive purple-skinned colour. It has already been a success with growers and offers a great flavour experience for consumers.

"Furthermore, the exciting marketing campaign and presentation has created a product with real impact for the value chain. It is a great acclaim to see it among the industry's leading innovative products."

Visit the Syngenta Fruit Logistica stand in Hall 1.2 D-16 to see the future of genetics for a more sustainable vegetable industry.

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About Syngenta

Syngenta is one of the world's leading agriculture companies. Our ambition is to help safely feed the world while taking care of the planet. We aim to improve the sustainability, quality and safety of agriculture with world class science and innovative crop solutions. Our technologies enable millions of farmers around the world to make better use of limited agricultural resources. With 28,000 people in more than 90 countries we are working to transform how crops are grown. Through partnerships, collaboration and The Good Growth Plan we are committed to improving farm productivity, rescuing land from degradation, enhancing biodiversity and revitalizing rural communities. To learn more visit www.syngenta.com and www.goodgrowthplan.com. Follow us on Twitter at www.twitter.com/Syngenta and www.twitter.com/SyngentaUS.

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