

## **ONE SYNGENTA: SEED, SEED CARE, CHEMISTRY AND TECHNOLOGY FOR TOTAL SUGAR BEET HEALTH**

Rebecca Larson<sup>1\*</sup>, Britt-Louise Lennefors<sup>2</sup>, David Belles<sup>3</sup>, Bill Gilbert<sup>1</sup>, Doug Ruppel<sup>4</sup>,  
Thomas Kraft<sup>2</sup>, Elisabeth Wremmerth-Weich<sup>2</sup>, Anna Pranger<sup>1</sup>, and Neil Glynn<sup>1</sup>  
<sup>1</sup>Syngenta, 1020 Sugar Mill Road, Longmont, CO 80501, <sup>2</sup>Syngenta, Sabyholmsvagen 24 Box  
302, Landskrona, Sweden 261-23, <sup>3</sup>Syngenta, 4037 E. Karsten Drive, Chandler, AZ 85249, and  
<sup>4</sup>Syngenta, 5146 Rogers Road, Akron, MI 48701

Over the last 18 months, Syngenta has gone through a strategic realignment in order to optimally leverage the depth and breadth of our seed treatment and crop protection chemistries against our genetic and seed technology portfolio. Hilleshög has long been recognized as the disease tolerance provider, offering strong native tolerance and resistance to a wide array of pests and pathogens, including industry leading *Cercospora*, *Rhizoctonia*, and Curly Top tolerance. Additionally, Syngenta has offered the industry leading chemistries and seed treatments necessary for season long disease and weed control. Developing a “One Syngenta” approach to solving grower issues has allowed the sugar beet seed business access to all new seed technologies, molecular tools and GM platforms formerly limited to our corn and soybean business, launching our breeding efforts forward into the new millennium. Additionally by building working groups across business functions key weaknesses in one portfolio are quickly recognized and the gaps are filled with strengths from another. One Syngenta strategies and success stories will be addressed.