

Fairbanks to distribute Syngenta leafy vegetable portfolio

Syngenta
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- **Syngenta appoints Fairbanks Seeds as exclusive distributor of its leafy and brassica vegetable seed portfolio.**
- **Fairbanks' strong sales force will enable greater in-field support of Syngenta varieties.**

In a move to grant greater access to its world-class seed genetics, Syngenta has appointed Fairbanks Seeds the exclusive distributors of its leafy and brassica vegetable genetics portfolio.

Syngenta Australasia's Head of Vegetables Andrew Simeonidis said they were looking forward to being able to offer their genetics to more regions and growers.

"We're very excited about the partnership and the mutual value that each business can contribute to one another and the vegetable growers of Australia," he said.

Syngenta is a global top-tier leafy and brassica breeding house with a large research and development investment in breeding leafy and brassica crops for the Australian market. Andrew said that Fairbanks' knowledge and experience made them an ideal partner.

"Fairbanks has a very strong sales force with excellent agronomic knowledge and field presence," he said.

"Fairbanks has a focus on quality and service that will enable them to continue to develop growers' access to Syngenta genetics, maintain technical support and demonstrate to growers the benefits of new varieties."

Fairbanks Seeds' General Manager Anthony Ladds said the company was thrilled to be able to offer the Syngenta leafy and brassica varieties.

"Syngenta are global leaders in vegetable varietal development, and with an annual investment of around US\$1 billion into R&D their continuing development of germplasm technologies is impressive," he said.

"Fairbanks Seeds is one of Australia's largest and most experienced vegetable seed companies with offices in Victoria, Queensland and South Australia, plus agents Australia-wide. We were established in 1926 and since then we have committed to providing our customers with the new and innovative varieties with a focus on higher yields and quality. Our partnership with Syngenta is a prime example of this commitment. "With Fairbanks' supporting its varieties in field, Syngenta will be continuing to build on its strong research and development focus in the leafy and brassica portfolio in Australia with an emphasis on building integrated seeds, crop protection and adjacent technology solutions.

All sales and technical inquiries regarding Syngenta genetics should be directed towards the Fairbanks team by calling (+613) 8401 3346.

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Syngenta is one of the world's leading companies with more than 27,000 employees in over 90 countries dedicated to the purpose of bringing plant potential to life. Through world-class science, global reach and commitment to customers, Syngenta helps to increase crop productivity, protect the environment and improve health and quality of life. For more information visit www.syngenta.com.au