

## CRT Conference recognises Syngenta as a high achiever

Syngenta  
02.03.2016



Syngenta Team at CRT Conference 2016

CRT recently held their National Conference at the Gold Coast, Queensland, where they looked to recognise businesses and suppliers who are at the top of their field and performing well.

CRT has a significant number of suppliers, and each year undertakes a vigorous ranking system to determine who is deserving of the top gong, along with a number of category winners across product innovation, customer service, product quality, marketing, logistics and distribution, and sales representative support.

The Conference Supplier Dinner provides the chance for CRT to highlight and award those businesses and suppliers that are excelling in different parts of the supply chain.

Syngenta performed exceedingly well at the Awards night, significantly improving its ranking from the previous year.

Syngenta was placed in the top 10 for each of the national categories:

- 1<sup>st</sup> place: Product Innovation**
- 2<sup>nd</sup> place: Customer Service**
- 2<sup>nd</sup> place: Product Quality**

**5<sup>th</sup> place: Marketing**

**7<sup>th</sup> place: Logistics & Distribution**

**8<sup>th</sup> place: Sales Representative Support**

In the state categories, Syngenta placed in the top three suppliers for crop inputs in four out of the five states (QLD, VIC/TAS, SA and WA) and went on to win both the QLD and VIC/TAS categories.

These combined results ranked Syngenta the best agricultural chemical supplier to Ruralco for 2015 and 5<sup>th</sup> overall. Syngenta is extremely proud of its achievements, particularly as there is always tough competition.

Syngenta extends its congratulations to Hewitt & Whitty, who were named the overall Business of the Year for 2015.

Tags:

CRT

Awards

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