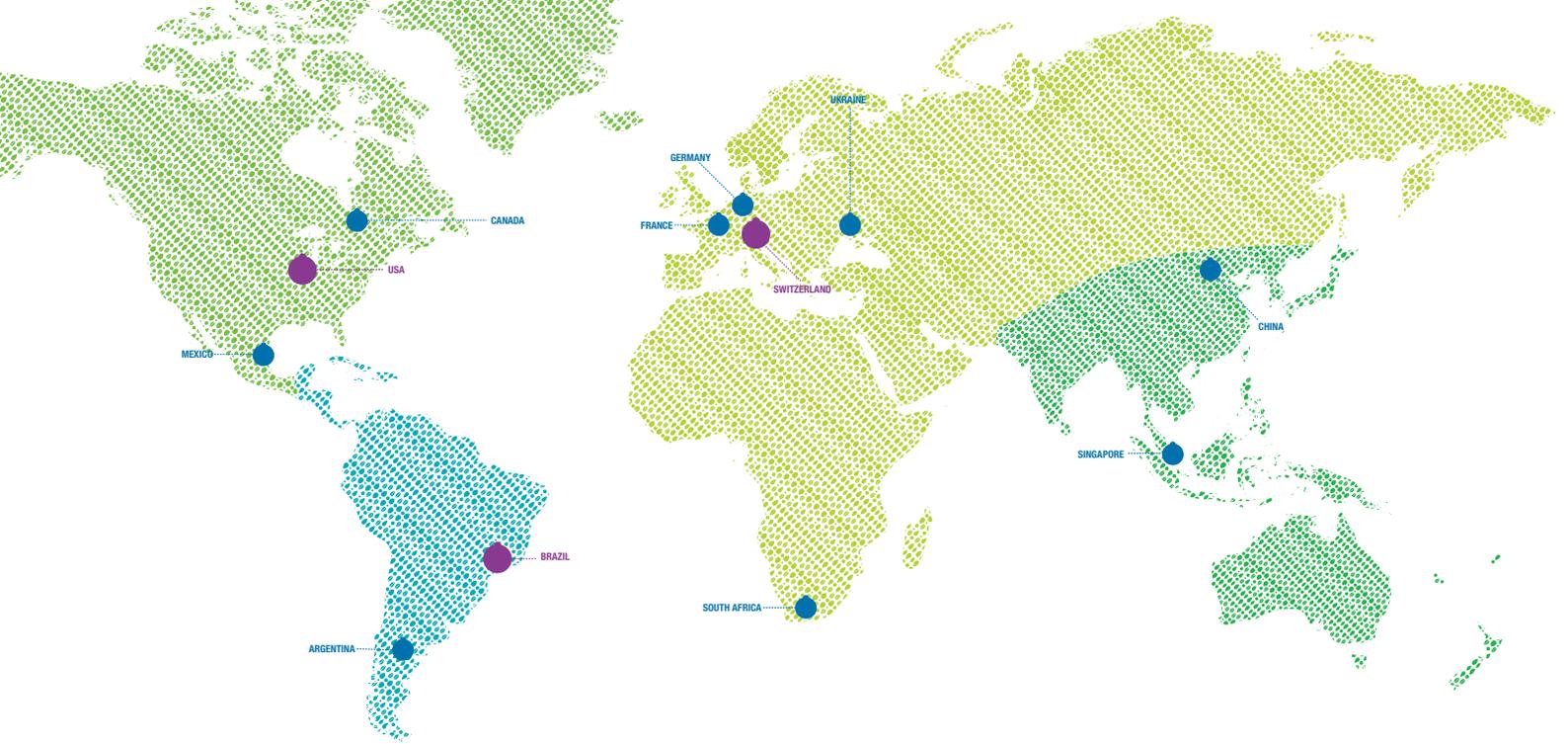


# THE SEEDCARE INSTITUTE™

SERVICE AND INNOVATION  
ARE AT OUR CORE



syngenta®



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# SYNGENTA HAS BEEN ON THE FOREFRONT

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of seed treatment research and innovation for more than three decades. But just as we have been instrumental in making deliberate, positive advancements in seed treatment technology, we have also made a commitment to innovations in training and the customer experience – all with the grower in mind. That is a core mission of the Syngenta Seedcare Institute.

With locations in **Argentina, Brazil, Canada, China, France, Germany, Mexico, Russia, Singapore, South Africa, Switzerland, Ukraine** and **USA** (Stanton, Minnesota) – and more to come, the Syngenta Global Seedcare Institute Network is able to deliver new tools to help our customers maximize the potential of their businesses.

At the Seedcare Institute, we are not content with keeping our vast knowledge to ourselves. The Seedcare Institute is designed to be a two-way vehicle of insight and learning about seed treatment technology. We get excited about sharing our knowledge to help others; however, we also greatly value the insights that are gained when our customers come to us. And they do continue to seek our knowledge as seen in the increase in number of customers trained by the Seedcare Institute in Stanton, Minnesota, jumping more than 1,000 percent between 2013 and 2017, from 250 visitors to nearly 2,700.

## Improving our ability to meet customer needs

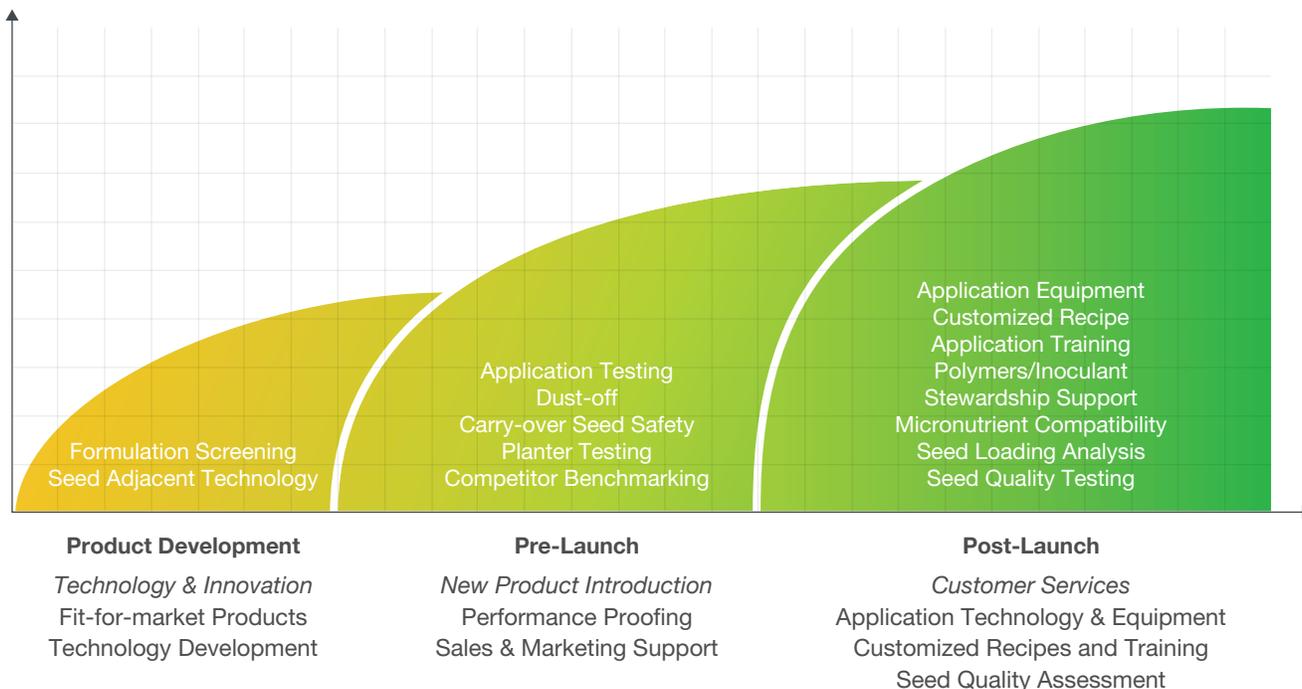
We take our job of training and sharing knowledge with customers seriously at the North America Seedcare Institute in Stanton, Minnesota. We know our customers seek those services from us. Our recent expansion of the Seedcare Institute in Stanton shows that we remain committed to upholding our market-leading product portfolio, customer support and application expertise through investments in product and service innovation.

The 38,000-square-foot facility includes a customer interaction center, Seedcare technology laboratory, a treating equipment and planter performance testing area, seed quality assessment lab, offices and more. This expanded facility meets seed treatment development needs while accommodating customer education and training. In short, the expansion fills a growing need to help customers.

“Our customers have expressed a great desire to get trained at our Institute,” says Dr. Ravi Ramachandran, head of the Syngenta Seedcare Institute, North America. “Collaborating with major equipment technology providers, the Syngenta Seedcare Institute showcases and trains our customers in the latest in application technology. They need to know how to apply and service, how to calibrate equipment, how to deliver the right dose on the seed, etc. The Seedcare Institute addresses these needs and enhances the whole customer experience.”

## SEEDCARE INSTITUTE - APPROACH

Delivering differentiated seed technology to our customers through industry-leading technical support and innovative seed applied technology



### The six pillars of the Seedcare Institute include:

- Recipe development** – Syngenta sells seed treatment formulations to customers, who apply slurries based on recipes, which describe the composition and the application process. Treatment slurry consists of one or more seed treatment products, a colorant, seed coating additive and other components (rhizobium inoculant, micronutrient etc.). Global standards ensure that specific procedures are used in the design and documentation of a recipe and a set of quality parameters are fulfilled to meet customer, grower and regulatory needs in each country around the globe.
- Quality assessment, application technology and engineering** – We support our customers' desire to produce high quality treated seeds through a quality assurance program that involves laboratory analysis of treated seeds for loading levels of key active ingredients. Our experts also work with market leading equipment manufacturers to stay at the forefront of innovation and engineering capabilities. We listen to our customers and assist them in selecting the right equipment and placing it in their plant in the best possible configuration for the most efficient operation.
- Stewardship** – In addition to our commitment to advancements in seed treatment technology, we are also committed to innovations in training so that our customers understand best practices in product handling, application techniques and in maintaining safety standards for themselves and the environment. We also work to ensure our supply chain partners handle treated seed safely.
- Training** – We educate our customers through application training at the Seedcare Institute where they can learn both basic and advanced levels of seed treatment application including recipe customization, hands-on application techniques and equipment automation training.
- Seed safety and biology** – We follow ISTA/AOSA standards for seed testing and have established a network of partner seed testing laboratories locally to deliver seed safety data on our customers' preferred seed varieties.
- Product marketing support** – We also provide support to help customers demonstrate the benefits and value of our Seedcare brands. We have established testing protocols in the lab and the field to investigate the performance of our seed-applied technologies on customers' crop varieties. Innovative tools like rhizotron and thermogradient table help demonstrate value of Seedcare products in protecting and enhancing root health and plant vigor in various crops.



**Application Technology**

- Recipe development
- Application support, quality assessment and engineering assistance
- Stewardship
- Seed safety testing

**APPLICATION**

**PRODUCTS**

**Product Portfolio**

- Best-in-Class Portfolio
- Proprietary R & D pipeline
- Co-development & Customization

**SERVICES**

**Practical Support Services**

- Reliable and flexible supply planning and procurement
- Technical and agronomic support
- Marketing support for demand creation

**Providing the tools to train – no matter where you are**

Customers come to the Seedcare Institute to learn the basic principles related to seed treatment and application technology, as well as to exchange ideas and learn from our experts.

“Providing necessary training and tools to seed treating operators to achieve the highest quality treated seeds is at the heart of what we do at the Seedcare Institute at Stanton,” says Palle Pedersen, head, Seedcare Product Marketing, Syngenta.

The Seedcare Institute recently launched the “Seedcare Application Resource Center” – an electronic extension of the knowledge developed at the Institute, which customers can now

access at their own convenience. “It is a one-stop web portal complete with a seed treatment recipe calculator and knowledge portal for the Syngenta Seedcare product portfolio,” says Pedersen.

One of the most important audiences for the Syngenta Seedcare Institute is Syngenta personnel. The knowledge that sales representatives and agronomic service representatives can gain from the Institute is invaluable, on both a business and agronomic level.

“There are many pillars to the Syngenta Seedcare Institute,” says Pedersen. “But at the end of the day, it’s all about providing the best possible customer experience.”