We are committed to helping growers get the most from their crops, both now and for generations to come. Partnering with our customers every step of the way, we offer advanced, innovative solutions that provide growers with the tools they need in the field to ultimately put the food on the table. After all, our job is about helping customers deliver high-quality, nutritious vegetables to the market. We leverage our rich history in the industry, strong presence in the market and significant investment in the future of agriculture to help you do just that.

Partnering for Success

Our roots in the vegetable industry run deep, tracing back to 1876 with the establishment of ROGERS® brand seed. For more than 130 years, we have worked boot-to-boot with our vegetable customers to provide a truly cutting edge, individualized approach to solution building.

Addressing Whole-farm Challenges

We believe that, to be successful, sustainable agriculture metrics must be integrated into day-to-day operations and decision-making, and that the value of doing this must exceed the cost. Through our AgriEdge Excelsior® program, we’re providing growers with data-rich, whole-farm management tools that help them make agronomically sound decisions, operate more efficiently and meet sustainable sourcing demands.

Innovating for the Future

Backed by global resources and a daily investment of more than $3 million in research and development, we bring to market innovative, integrated solutions that help ensure your high-value vegetable crops reach their full genetic potential. Our state-of-the-art research facilities located across the U.S. are incubators for innovation in the field and in the marketplace, helping to ensure that we’re providing growers with the tools they need to put food on the table.

Supporting the Industry

Our commitment to customer satisfaction extends beyond solutions, service, and support – it’s an investment in the future success of the industry as well. We are proud to work closely with industry organizations, such as the American Seed Trade Association (ASTA), California Association of Pest Control Advisers (CAPCA), Produce for Better Health, Produce Marketing Association and United Fresh Produce Association, as an advocate for sustainable vegetable production and consumption.
Increase your productivity with Full Count Deuces companion transplants

**FEATURES**
- Full Count® Deuces companion trays come pre-set with a 3:1 seedless to Super Pollenizer™ ratio
- Plugs are easy to order and easy to use; simply load the plugs, pull and transplant
- Re-plant guesswork is eliminated; only order the quantity needed and re-plant
- Available with select Syngenta seedless watermelon varieties

**BENEFITS**
- Increases transplant efficiency as pollenizer and seedless ratios are pre-set making transplanting quick and efficient with no mix-ups
- Saves up to 35 percent in transplant labor costs by requiring fewer field employees*
- Increases productivity as transplant crews can cover more acreage faster, because fewer plugs are pulled

Transplant labor savings as high as 35 percent!*  

* Based on studies conducted by Syngenta in AZ/CA.

Diversify your pollen source with Full Count Duals companion transplants

**FEATURES**
- Comes pre-set with a 3:1 seedless variety to pollenizer variety ratio; half of the pollenizers are a seeded watermelon variety and half are a Super Pollenizer™ variety
- Plugs are easy-to-order and easy-to-use; simply pull and transplant
- Re-plant guesswork is eliminated; order the quantity needed and re-plant
- Available with select Syngenta seedless watermelon varieties

**BENEFITS**
- Delivery of two different pollenizers without hassle at transplanting
- Dual pollen source with two different types of pollenizers - 50 percent marketable seeded watermelons plus 50 percent Super Pollenizer™
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Market leaders in watermelon genetics

Seedless Varieties

**Fascination**
High-yielding Fascination produces excellent seedless watermelons with unique, advanced features that bring premium market pricing.

- Uniform 45- and 36-count blocky fruit
- Attractive red, firm flesh
- Very small “pips” and great watermelon flavor for retail markets
- Superior eye appeal; glossy, rich rind color
- Excellent yield potential
- Maturity is usually 2 to 3 days earlier than mid-season varieties
- Improved disease resistance with intermediate resistance to Fusarium wilt race 1 and Anthracnose race 1
- Complete package: disease resistance + quality + yield
- Ships and holds well
- Ideal for the fresh-cut industry with high-quality halves, quarters and cubes

**NEW! Captivation**
Captivation produces a heavy set of medium- to large-sized, blocky-shaped seedless fruit with a rich Crimson Sweet skin appearance that is suitable for both fresh market and fresh-cut use.

- Attractive, dark red flesh with firm texture and small pip size for repeat sales
- Mostly 45-count fruit for whole fruit markets
- Uniform, consistent fruit size and shape provides a high-quality product
- Improved fruit set for high yield potential
- Maturity 4 to 5 days later than Fascination
- Strong disease resistance and plant growth habit for less than ideal field conditions

**NEW! Sweet Dawn**
Sweet Dawn is an early-maturing variety that produces consistently high yields, offering growers significant first-to-market advantages. Its large, oval-shaped fruit, sweet, firm flesh and rich, classic Crimson rind pattern make it a sweet option for retailers and consumers alike.

- Early maturity, similar to Melody maturity
- Dark red, firm flesh and very smooth skin
- Large fruit size early, with mostly 45- and 36-count fruit and a few 60-count fruit
- Intermediate resistance to Fusarium wilt race 1 and Anthracnose race 1
- Has shown less hollow heart than traditional varieties in early season production areas
- Under conditions favorable to “water ring” has shown minimal issues as compared to standard varieties
- Complete package: disease resistance + quality + yield
- Ships and holds well
- Ideal for the fresh-cut industry with high-quality halves, quarters and cubes

**Exclamation**
A full-season maturity seedless variety, Exclamation produces blocky, firm-fleshed fruit of uniform size with an attractive rind, small pips and sweet flesh.

- Larger fruit size: mostly 36- and 45-count fruit
- Rich, Crimson Sweet rind pattern that buyers prefer
- Firm flesh makes this an excellent choice for fresh cut
- Full season maturity, later than Fascination by 5 to 7 days
- Variety performs well under warm to hot growing conditions
- Vigorous growth habit and strong disease package to protect field investment
- First-to-market advantages
- Attractive appearance and great flavor for high market demand
- Ideal for early season plantings in the eastern U.S.

**NEW!**
- Good fruit set for high yield potential
- Fruit have shown good field holding ability allowing for a more flexible harvest schedule

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*Images of watermelons for each variety are shown.*
Melody
Melody offers growers the advantage of an early maturity to take advantage of first-of-the-season market demand for an attractive and flavorful seedless watermelon.

- Attractive, dark red flesh color
- Richer rind pattern than standard seedless varieties
- Early maturity! Can be five to seven days earlier than Tri-X 313
- Heavy, concentrated set of 14- to 16-pound fruit

Sweet Gem
- Mostly 60- and 45-count seedless fruit with round shape
- Attractive, firm red flesh with small pips and crisp, sweet, mouth-watering flavor
- Rich, glossy, dark green rind with classy appearance
- Good fruit set with earlier maturity and excellent yield potential
- Ideal for roadside and local markets

Estrella
- Allsweet-type hybrid
- Early maturity
- Uniform fruit size, averaging 20 to 24 pounds
- Classy and uniform fruit shape can mean more potential marketable yield
- Dark red, firm flesh with small seeds and smaller seed pockets
- Heavy, concentrated fruit set

Sangria
- “Gold standard” for eating quality in the Allsweet market
- Fruit averages 18 to 22 pounds
- Dark red flesh with superior eating quality
- Good shipper with a following among many growers, brokers and shippers

Tri-X 313
- The “Original Seedless”
- Blocky shape, fruit average 15 to 18 pounds
- Provides a marketable mix of 45- and 36-count fruit
- Widely adaptable across growing areas and seasons
- Very reliable for yield and quality

Amarillo
- Bright, deep yellow flesh color
- Broad adaptability
- Average fruit size from 13 to 15 pounds per fruit
- Distinctive rind pattern

Distinction
- Very firm, red flesh with potential for fresh-cut use
- Globe-shaped, medium-large fruit mostly in the 15- to 18-pound size range
- Richer rind color than traditional seedless varieties
- Good fruit set and high yield potential
- Does well under warm to hot growing conditions

Top Gun
- Produces a more uniform shape and better fruit quality compared to other Crimson Sweet types
- Improved flesh quality including a bright red color
- Excellent seedling vigor to get the crop off to a good start
- Larger fruit size, averaging 24 to 28 pounds
- Fruit can size well under cool and stressed conditions
- Dependable, uniform fruit

Jamboree
- Allsweet heritage with deep red flesh and excellent flavor
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Syngenta®
Syngenta Seedless Watermelon

varieties for a season long program

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**VARIETY**

<table>
<thead>
<tr>
<th>VARIETY CHARACTERISTICS</th>
<th>FRUIT SIZE RANGE</th>
<th>INTERMEDIATE DISEASE RESISTANCE</th>
<th>KEY FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wind Pattern</td>
<td>Days to Maturity</td>
<td>Comparative Maturity</td>
<td>Fruit Shape</td>
</tr>
<tr>
<td>Classic, dark red</td>
<td>74</td>
<td>Early</td>
<td>Blocky</td>
</tr>
<tr>
<td>Melody*</td>
<td>79</td>
<td>Early</td>
<td>Round</td>
</tr>
<tr>
<td>Tri-X 313*</td>
<td>86</td>
<td>Early-Mid</td>
<td>Blocky</td>
</tr>
<tr>
<td>Captivation</td>
<td>89</td>
<td>Early-Mid</td>
<td>Blocky</td>
</tr>
<tr>
<td>Exclamation</td>
<td>90</td>
<td>Full Season</td>
<td>Blocky</td>
</tr>
</tbody>
</table>

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**Technical data: watermelon**

<table>
<thead>
<tr>
<th>Variety</th>
<th>Approximate days to maturity</th>
<th>Fruit shape</th>
<th>Fruit weight range (lbs)</th>
<th>Rind pattern</th>
<th>Flesh description</th>
<th>Disease resistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweet Dawn</td>
<td>74</td>
<td>Blocky</td>
<td>16 - 20</td>
<td>Light green, very smooth skin with hazy, broad, medium-dark green stripes</td>
<td>Dark red, firm flesh</td>
<td>IR: Co: 1 / Fon: 1</td>
</tr>
<tr>
<td>Melody</td>
<td>79</td>
<td>Medium, globe shaped fruit</td>
<td>14 - 16</td>
<td>Medium green with deep green stripes</td>
<td>Dark red flesh</td>
<td>IR: Co: 1</td>
</tr>
<tr>
<td>Sweet Gem</td>
<td>79</td>
<td>Globe</td>
<td>13 - 15</td>
<td>Rich, glossy, dark green skin</td>
<td>Dark red flesh</td>
<td>None reported</td>
</tr>
<tr>
<td>Amorelo</td>
<td>80</td>
<td>Blocky</td>
<td>13 - 15</td>
<td>Medium green with narrow, dark green stripes</td>
<td>Yellow flesh</td>
<td>None reported</td>
</tr>
<tr>
<td>Fascination</td>
<td>83</td>
<td>Globe</td>
<td>16 - 20</td>
<td>Very deep, rich green skin with a medium Crimson Sweet stripe</td>
<td>Dark red, firm flesh</td>
<td>IR: Co: 1 / Fon: 1</td>
</tr>
<tr>
<td>Tri-X 313</td>
<td>86</td>
<td>Blocky</td>
<td>15 - 18</td>
<td>Light green with hazy, broad, medium-dark green stripes</td>
<td>Red flesh</td>
<td>IR: Co: 1 / Fon: 1</td>
</tr>
<tr>
<td>Captivation</td>
<td>89</td>
<td>Blocky</td>
<td>14 - 17</td>
<td>Deep green skin color with a Crimson Sweet type skin</td>
<td>Red, firm flesh</td>
<td>IR: Co: 1 / Fon: 1</td>
</tr>
<tr>
<td>Exclamation</td>
<td>90</td>
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<td>17 - 21</td>
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</tbody>
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**Non-Harvest Pollinizers**

<table>
<thead>
<tr>
<th>Variety</th>
<th>Approximate days to maturity</th>
<th>Flower description</th>
<th>Disease resistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Captivation</td>
<td>89</td>
<td>Red flesh</td>
<td>IR: Co: 1 / Fon: 1</td>
</tr>
</tbody>
</table>

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**Disease abbreviation key**

- **Co**: Anthracnose (Colletotrichum orbiculare)
- **Fon**: Fusarium wilt (Fusarium oxysporum f. sp. niveum)
- **ZYMV**: Zucchini yellow mosaic virus

In cases where specific races or strains are not noted, the variety is resistant to some, but not necessarily all known races or strains of the pathogen. For complete disease resistance information, please visit [www.vegetables.syngenta-us.com](http://www.vegetables.syngenta-us.com).
For more information on Syngenta vegetable offerings, visit www.vegetables.syngenta-us.com or contact your local Syngenta reseller or representative.