Realize Your (Yield) Potential

Putting Innovative Technologies to the Test

CONSERVATION PRACTICES CAN DRIVE ECONOMIC GAINS

JOIN FORCES: LEVERAGE TRAITS AND TREATMENTS FOR PROFITABLE PEST MANAGEMENT
Even though you love your print edition of Marketplace, the online version also makes resources to help you succeed in today’s world. Please check out the magazine’s website. You’ll see if they can help growers make in-season decisions. By Ann Bohlman Wolf

Testing New Farm Technologies
Syngenta is testing new tools to see if they can help growers make in-season decisions. By Ann Bohlman Wolf

Driving Profit Potential With Digital Solutions
“Never has digital technology been more widely adopted.” Why isn’t there a clearer solution to stewardship and sustainability? Our industry still has hurdles to clear, such as a lack of nationwide broadband access, connecting the puzzle pieces of multiple technology products in the marketplace, reducing or eliminating data entry, and moving from data insight to defined actions that improve our customers’ operations, just to name a few. That’s why the Syngenta Digital Ag Solutions team is committed to working through every one of these obstacles with our customers.

We talk about some of those solutions in this issue of Thirve, where you’ll find articles highlighting the digital realm, from agronomics to productivity to environmental awareness. A common thread throughout is partnership. If the world of agriculture has taught us anything, it’s the fact that we can’t be successful alone. Syngenta works every day to be your agronomic solutions innovator, digital confidant and sustainability partner. The goal is to be an adviser worthy of your trust.

Thank you for your business and partnership as colleagues in this ever-evolving agricultural landscape.
What's in Store

Discover new products, product updates and timely news, including a top industry accolade for Saltro fungicide seed treatment.

PRODUCT UPDATES

EPA Extends Registration for Tavium Plus VaporGrip Technology

The U.S. Environmental Protection Agency has extended the registration for Tavium® Plus VaporGrip® Technology herbicide on dicamba-tolerant soybeans and cotton. As the market’s first dicamba herbicide premix, Tavium contains built-in residual control to manage resistant weeds and maintain clean fields throughout the season. Tavium, a proprietary Syngenta premix, will be available for the 2021 growing season and beyond, subject to state approvals.

Tavium can be used preplant, at planting and early post-emergence on dicamba-tolerant soybeans and cotton. A combination of the contact control of dicamba and the residual control of S-metolachlor, Tavium offers growers a convenient premix to manage key ALS-, PPO- and glyphosate-resistant broadleaf and grass weeds.

“When combined with diversified management and agronomic practices — such as starting clean and applying effective two-pass herbicide applications — this formulation can help reduce selection pressure on dicamba,” says Pete Eure, herbicide technical lead at Syngenta. “Tavium showed proven performance in the field in 2020, and both its application flexibility and convenience as a premix will make it a popular choice for growers in 2021.”

Go to www.syngenta-us.com/herbicides/tavium for more information.

Aprovia Top Fungicide Now Available in California

Aprovia® Top fungicide, recently registered for use in California, delivers a potent one-two punch to help growers manage resistance and control diseases in grapes, cucurbits, fruiting vegetables and garlic. The two active ingredients in Aprovia Top — SOLATENOL® technology and difenoconazole — offer dual modes of action to combat disease resistance and increase marketable yield potential. Other benefits include:

- Excellent rainfastness and application flexibility
- Extended, long-lasting residual control
- Systemic activity with even distribution throughout crop leaves

To learn more about disease control with Aprovia Top, contact your local retailer or Syngenta representative, or go to www.syngenta-us.com/fungicides/aprovia-top.

New AgriPro Brand Wheat Variety Covers All the Bases

Syngenta has introduced a new AgriPro® brand wheat variety for the 2021 spring planting season. Specifically developed for the Pacific Northwest region, AP Coachman, a soft white spring variety, is widely adapted across moisture zones and offers good end-use quality. AP Coachman is a medium-height, late-maturity variety that is resistant to Hessian fly. It also features good tolerance to stripe rust.

Visit www.agriprowheat.com for additional information.

NEW PRODUCTS
Syngenta Announces Winners of the Radicle Protein Challenge

To help farmers feed a growing global population, Syngenta Group Ventures (SGV) awarded $1 million to the winner of the 2020 Radicle Protein Challenge, MycoTechnology, Inc. The runner-up, BlueNalu, Inc., received a $250,000 investment. SGV and Radicle Growth, a company-building platform for early-stage ag and food technologies, designed this competition to uncover innovation and invest in companies that are transforming the future of protein.

A distinguished panel of judges selected MycoTechnology, a mushroom fermentation company that manufactures protein and other ingredients, as the winner for its novel organic food-processing platform. That platform transforms agricultural material into functional ingredients for the food and beverage industry. The judges also chose BlueNalu, an innovative food company, as the runner-up for its solution to securing a sustainable protein source that addresses supply chain issues through seafood products made directly from the cells of fish.

In addition to these two companies, Cell Farm, Latin America’s first cultured meat startup that creates stem cell lines and growth media for the cellular meat industry, received the People’s Choice Award. The popular vote of attendees determined the recipient of this award, which is not monetary, but instead provides free coaching from Radicle and Syngenta.

“The demand for protein is rising,” says Erik Fyrwald, CEO of the Syngenta Group. “As a result, the need for new protein technologies is increasing in every geography, socioeconomic class, and age group.”

Synergizing early-stage ag and food technologies with early-stage ag and food ventures provides free coaching from Radicle and Syngenta. The Radicle Protein Challenge showcases early-stage companies and advances the conversation around new protein technologies.

The finalists of the challenge pitched their innovations to the judges virtually in November. The challenge attracted more than 150 applicants from 30 different countries. Syngenta Group judges included Fyrwald; Chen Lichtenstein, CFO; and Alex Tokarz, head of Group Strategy.

Syngenta Acquires Leading Biologicals Company

On the heels of a rapidly growing Biologicals market — which is set to nearly double in size over the next five years — Syngenta has acquired Valagro, a leading Biologicals company. With more than 700 employees, 13 subsidiaries and eight production sites worldwide, Valagro will continue to operate as an independent brand in the market, leveraging the resources of Syngenta to accelerate its innovation and growth.

Valagro’s well-established portfolio and capabilities complement the current range of Syngenta biostimulants and biocontrols and add opportunities for farmers to meet agronomic challenges through the innovative solutions in the Syngenta Crop Protection portfolio.

“Watching growers experience the benefits of Saltro firsthand in 2020 was an incredible experience,” says Paul Oklesh, Syngenta Seedcare product lead. “Being named New Crop Protection or Trait Product of the Year was the exclamation point on a successful first-use season for Saltro.”

Saltro provides upgraded protection against Sudden Death Syndrome and robust nematode activity without the stress caused by competitive soybean seed treatments such as ILEVO®. For more information, go to www.syngentaus.com/saltro.

Saltro Seed Treatment Named Best New Crop Protection or Trait Product of 2020

As a testament to its strong first-year performance, Saltro® fungicide seed treatment was named the Best New Crop Protection or Trait Product of 2020 in an annual crop science competition sponsored by Agrow in collaboration with Chemical Week. This awards program showcases leading advancements in agriculture and best-in-class scientific, technological and leadership initiatives.

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victories from the field feature growers winning battles, both small and large, by choosing the right solutions for insects and diseases. With any challenge, growers report that overcoming obstacles on multiple fronts is essential to achieving higher yields in corn.

Derric Eisenmann from Mahomet, Illinois, is one of those growers. Every year, he’s on the front lines, fighting off pests and diseases. As with any challenge, growers report that a combination of Trivapro® fungicide and Warrior II with Zoon Technology® insecticide from Syngenta.

“With those kinds of superior products, your ROI can go through the roof,” Eisenmann says. “I’ve seen the standability of the plant health and the control of gray leaf spot improve. We also get late-season rootworm beetles or Japanese beetles. If you’re cleaning up the beetles to protect the leaf, then you also need to enhance the leaves’ healthiness.”

Perennial Pests

Protecting corn against insects takes more than just spraying the right insecticide at the right time. Dependence on one seemingly perfect solution can result in exposing successive insect generations to the same mode of action.

Over the past few seasons, Eisenmann found that using an effective insecticide and fungicide provided a balanced attack against both insects and diseases, with robust treatment of one resulting in improved control of the other.

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Eisenmann said that using insecticide and fungicide treatments in conjunction can help keep corn plants healthy and thriving.

Joining Forces

An agronomic program that leverages traits, insecticides and fungicides creates a profitable synergy in corn production.

“Using insecticide and fungicide treatments in conjunction can help keep corn plants healthy and thriving.”

“I’ve done trials where I’ve only used a fungicide or only used an insecticide,” Eisenmann says. “But then I used both and received a much bigger return on investment (ROI).”

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Over the past few seasons, Eisenmann has found success by using a combination of Trivapro® fungicide and Warrior II with Zoon Technology® insecticide from Syngenta.

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“Even in light of these advances, O’Brien notes, it’s important to remember that Agrisure Duracade is one of the many technologies farmers may use. “Growers concerned with corn rootworm should have a multiyear management plan in place for each field that incorporates multiple control strategies, including crop rotation, CRW-traited corn hybrids, soil-applied insecticides and adult beetle management.”

Great Traits

Hybrids with insect control trait stacks act as a foundation for an effective corn insect control strategy and provide growers peace of mind. Corn traits help preserve yield potential and keep target pests from causing significant economic damage. Traits work in tandem with crop-applied insecticides to help manage insects effectively.

An example of this kind of protection can be seen in Syngenta traits, such as Agrisure Viptera® and Agrisure Duracade®. These traits are offered in several integrated E-Z Refuge® stacks that provide multiple modes of action against above- and below-ground insects. Agrisure Duracade and Agrisure Viptera trait stacks combine to control 16 damaging above- and below-ground pests, more than any competitive trait stack.

The discovery of Agrisure Viptera started with something that many people have experienced in their refrigerators. “One of our researchers returned from vacation and decided to study the bacterial strains in their sour milk instead of dumping it, which led to the discovery of Agrisure Viptera’s insecticidal protein, Vip3a,” says Eric Boudreaux, Ph.D., head of trait projects for corn at Syngenta. “Before Agrisure Viptera, yield losses from laphidotperan [above-ground] pests could be devastating. Agrisure Viptera marked a major step change in corn insect control.”

Agrisure Duracade, in particular, represents a major step forward in insect control through traits. “Duracade is unique because it’s the first engineered hybrid Bt protein,” explains Tim O’Brien, Agrisure® traits manager at Syngenta. “Our researchers combined two different Bt genes to create a unique protein that has a different binding site in the gut of corn rootworm, giving growers a novel way to combat one of agriculture’s most persistent pests.”

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Even corn can see the difference.

The greener, the healthier. And with Miravis® Neo fungicide, healthier corn is what you get. Miravis Neo features the highest-performing SDHI for industry-leading activity on Gray Leaf Spot and Northern Corn Leaf Blight. It also delivers built-in resistance management and increased plant health. Meaning you get higher yield potential. And a difference anyone can see. Talk to your Syngenta retailer to learn more or visit SyngentaUS.com/Miravis-Neo.
Advocating for Better Rural Broadband

Approximately 20 million Americans still don’t have access to high-speed internet.

It’s easy to take access to a fast internet connection for granted — unless you live in a rural area of the country. There, lack of access has been an issue for years, and it affects rural residents in many ways. Matt Barnard grows corn and soybeans near Gibson City, Illinois, and confronts the issue every day. When he’s able to gather information in the field, it’s hard to make use of it.

“We get home, and we try to upload that information onto whatever platform we’re using to manipulate it or share it, and it gets really, really tough,” he says. “You might start it at night and hope that it is done in the morning and that it didn’t time out.”

The lack of broadband in rural areas also affects other aspects of family life — a once-frustrating problem that in a pandemic environment limits essential access to education and professional commitments. For instance, Barnard’s kids go to school remotely, and his wife struggles to stay connected to Zoom so she can telecommute. Barnard’s situation is familiar to Ariel Wiegard, Syngenta chief technology officer. “Social distancing and quarantining are hard enough, but when you limit a family’s ability to conduct their business, go to school or visit their doctor, it really draws into sharp contrast the resources that urban or suburban house- holds have access to versus their rural counterparts,” she says.

For anyone working in agriculture, the need is truly pressing. “When we look at productivity and the ability to use technologies like precision agriculture, one thing we run into constantly is the lack of broadband,” says Teddy Bekele, Land O’Lakes chief technology officer.

Digital Applications Improve Farm Efficiency

To maximize the benefits of the many digital applications available today, farmers need to be able to download millions of data points from their farms and then upload that data to the cloud or send it to their retailers or agronomists. That requires a broadband capability of about 100 megabytes per second. “So when growers, retailers and agronomists talk about needing better broadband, they don’t just need to get online — they need to at least hit that standard,” Wiegard says.

Because many can’t, when Syngenta develops tools like the software used in its whole-farm management program, AgEdge, the company adds extra features so the software has some functionality when users are offline. “But that limits what you can do when you’ve got equipment out in the field and you can’t communicate with it because it doesn’t have a signal, or you can’t access up-to-date satellite imagery that you could use for decision-making,” says Joe Ben Bogle, product manager for Syngenta Digital.

The current situation exacts a cost on all of American ag. “If we can foster a system where that data moves efficiently and can be analyzed by agronomists, or even by artificial intelligence, farmers can make highly precise in-season changes to their operations, and this has the potential to make the entire farming economy more profitable and more sustainable,” Wiegard says.

Ag Companies Help Farmers Seek Solutions

Creating those cutting-edge digital tools like the software that’s part of AgEdge is one way Syngenta helps drive demand for high-speed internet in rural communities. Wiegard says, “We are also partnering with equipment manufacturers and other food and ag companies to help create software that farmers want and need.”

Syngenta was also one of the first members of the new American Connection Project, a broadband coalition created by Land O’Lakes. More than 100 partners strong, the group advocates for better broadband infrastructure and funding, as well as improved coordination among the federal agencies that are addressing the problem.

That’s important because about 60 federal broadband programs with billions of dollars in broadband grants, loans and other resources exist, Wiegard says. The programs span 14 federal agencies, which include the Federal Communications Commission; the department of Agriculture, Education, Interior and Transportation; and the Small Business Association.

“Just like in the 1930s when there were investments made to make sure that every house had electricity, the same thing needs to happen because broadband has become a must-have,” Bekele says. “Without that push, it won’t happen naturally — the economics don’t make a lot of sense for the broadband providers. This is why incentives and programs need to be put in place.”

It’s estimated that a huge public investment — somewhere between $80 billion and $150 billion — is needed to connect every single home in our country to broadband. To make that kind of investment, policymakers need to feel the importance of the issue. “One of the best things Thrive readers can do is contact their elected representatives in Washington, D.C, and tell them that they urgently need better internet and why,” Wiegard says. “The government is working on solving this problem, but we need to keep the pressure on.”

Story by Suzanne Bopp

RURAL HOT SPOTS HELP BRIDGE THE TECHNOLOGY GAP

To help rural residents today, Land O’Lakes has created nationwide locations where anyone can access guest Wi-Fi. “It’s not as convenient as having it in your own home, but at least it’s something near your community,” Bekele says. Today, there are more than 2,300 locations across 48 states where people can drive up and get online. Anyone can find their closest Wi-Fi hot spot at www.americanconnection.io.

PHOTO: LEFT TO RIGHT: SETH LOWE, LAND O’LAKES

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5 Tips To Boost Yield Potential

Corn growers need to maximize their yield to get the most profit possible out of every acre. Preseason planning and early-season inputs are critical for establishing corn’s yield potential, while season-long pest control protects it. Here are five tips to help boost a grower’s bushels per acre (bu/A) at harvest.

Illustration by Steve Stankiewicz

1. Preseason Planning
   A whole-farm management program provides a road map for agronomic and economic success. 90% of growers who try AgriEdge® stick with it to drive on-farm profitability.

2. Seed Selection and Plant Population
   Selecting hybrid seeds with high-tech traits and choosing the right planting populations are key decisions for corn growers. 4.1 more bu/A is the yield advantage delivered by hybrids with the Agrisure Duracade® trait when compared to hybrids without the trait.

3. Fertility
   A vigorous fertility program provides steady season-long nutrients to enhance corn yield potential. 35,000–38,000 corn plants per acre is becoming the standard for high-yield environments, such as those in parts of Iowa, Utah and California.

4. Early-Season Weed Management
   Controlling weeds early in the season with herbicides is a key step toward increasing yields in corn. 5 to 10 more bu/A is the yield advantage delivered by Acuron® when compared to other herbicides.

5. Season-Long Insect and Disease Control
   Managing insects and diseases all season is essential to protecting yield potential. 16.1 bu/A is the yield advantage for corn that receives a fungicide application at R1 when compared to an untreated control.

Know the Numbers

1. 16.1 bu/A is the yield advantage for corn that receives a fungicide application at R1 when compared to an untreated control.
2. 7% is the percentage of reduced yield potential when weeds grow to 6 inches.
3. 35,000–38,000 corn plants per acre is becoming the standard for plant populations in high-yield environments, such as those in parts of Iowa, Utah and California.
4. 4.1 more bu/A is the yield advantage delivered by hybrids with the Agrisure Duracade® trait when compared to hybrids without the trait.
5. 18.5 bu/A is the average increase growers see when they choose corn treated with Trivapro® versus untreated corn.
6. Acuron® is a Restricted Use Pesticide.

Read article online at www.syngentathrive.com/farmproduction.
Making Cents of Agronomics

Two AgriEdge managers share how growers can find the balance between highest possible yield and maximum profit potential.

“A solid plan with as much detail as possible will provide the measure by which growers can assess their results.”
—DALE NICOL
AgriEdge Manager for the Western Commercial Unit, Syngenta

“Understanding your costs is important, regardless of whether it’s cost per bushel or cost per acre. ... Both should be used to discover actionable insights with your trusted advisers to improve your field-level profitability.”
—SHAWN HOCK
AgriEdge Manager for the West Heartland Commercial Unit, Syngenta

Q. What are your top three tips for creating a budget?
A. Nicol: Start by reviewing your latest year’s farm actuals. No. 1 — Plan ahead, and then adjust from there. Without a plan, how can a farm measure its success? Years ago, growers would simply report that it was a good or bad year. Those times are past; and while the forensic message might be similar, there should be details behind the statement. A solid plan with as much detail as possible will provide the measure by which growers can assess their results.

A. Hock: No. 2 — Determine the level of granularity that is right for the operation. Some farms can operate at a very high level on fixed rotations and constant acreage that allow the budget to be somewhat simple. Other farms are more intricate, with numerous and varying crops, constantly changing field locations and acreage, and significant input cost fluctuations. These require a finer view of the numbers for good budgeting.

No. 3 — Plan for change. If one were to look at a budget for a uniform program, with the new product on half of the acreage, the budget would be somewhat simple. Other growers might have to be done, keeping all else constant. Splitting a field is one approach — keeping the whole field on a uniform program, with the new product on half of the total, and the previous or normal practice on the other half.

Q. When creating a budget based on acres, how can growers establish their cost per bushel or other unit of yield?
A. Nicol: True cost of production goes back to granularity. It’s a simple equation to determine cost per unit in comparison with price received: Fixed cost per acre plus variable cost per acre divided by the yield gives you the cost per unit. Assigning the cost, however, is not so simple. For example, do you consider land rent a fixed cost and spread it across the whole farm? Do you tally up all equipment costs into one bucket, and then assign it across every acre? Ideally, fixed and variable costs are assigned to the individual field, recognizing that a fixed cost may go across every field, or assigned by crop, or just the leased but not owned land. In the end, it becomes a balance between the perfect allocation and a realistic one. Therefore, budgeting itself has a cost-benefit equation.

A. Hock: Understanding your costs is important, regardless of whether it’s cost per bushel or cost per acre. Cost per bushel is simply determined by dividing your total cost per acre by your total yield per acre. Both should be used to discover actionable insights with your trusted advisers to improve your field-level profitability.

Q. How can farmers figure out whether a given product or treatment increases their earning potential, either through yield or quality?
A. Nicol: When it comes to knowing the benefit of a given input, it can be very complicated. Financially, the analysis is easily stated as return on investment (ROI). When I spend a dollar, do I get more than a dollar in return? ROI comes through increased yield or increased price due to quality. To truly know, however, a comparison with and without the single variable would have to be done, keeping all else constant. Splitting a field is one approach — keeping the whole field on a uniform program, with the new product on half of the total, and the previous or normal practice on the other half.

Even this approach has its pros and cons of making changes to improve productivity or decrease costs. Replicating trials across fields, new products and their potential impacts on yield and profit through university trials and replicated demonstrations will help set expectations. Syngenta provides local Grow More™ Experience events and other field demonstrations that AgriEdge growers may access.

A. Hock: Farmers should start by knowing their cost of production and financial situation at the field level. From there, it’s easy for them to benchmark a product’s impact on yield compared with other products — always being careful to limit other variables’ impacts on product performance in their evaluations. Replicating trials across fields, across farms and with other cooperators will help them gain more confidence in a product’s impact on earning potential.

Q. When looking at commodity prices and agronomic opportunity, what’s the simplest way for growers to figure out the crop acreage mix that offers the greatest opportunity for profit?
A. Nicol: One would think this would be simple. Evaluation of yield and price, less production cost of each option, results in a clear view of potential. However, it’s not that simple in most cases. Crop rotation, reliability of commodity price, weather unknowns and cost changes are a few of the variables that impact this otherwise simple evaluation.

A. Hock: The simplest way is to review your prior year’s cost of production, yield, and market price for field and crop, and then adjust those to the current year’s reality. Once you know your current projections, you can weigh the pros and cons of making changes to improve productivity or decrease costs.

As a solid plan with as much detail as possible will provide the measure by which growers can assess their results, understanding your costs is important, regardless of whether it’s cost per bushel or cost per acre. Both should be used to discover actionable insights with your trusted advisers to improve your field-level profitability.

Q. What are your top three tips for creating a budget?
A. Nicol: No. 1 — A grower needs to know his or her numbers. That means different things to different people, but it boils down to a summary of fixed and variable costs in relation to anticipated revenue. Tools offered through the AgriEdge® whole-farm management program are available to help analyze potential profitability.

No. 2 — Determine the level of granularity that is right for the operation. Some farms can operate at a very high level on fixed rotations and constant acreage that allow the budget to be somewhat simple. Other farms are more intricate, with numerous and varying crops, constantly changing field locations and acreage, and significant input cost fluctuations. These require a finer view of the numbers for good budgeting. No. 3 — Plan for change. If one were to look at a budget for a uniform program, with the new product on half of the total, and the previous or normal practice on the other half.

A. Hock: No. 2 — Know which costs you are going to focus on. Because variable costs are small relative to fixed costs, increases in productivity may result in impactful profit increases.

No. 3 — Use your budget to project your financial position for year-end, and update the projections throughout the year.

Q. When creating a budget based on acres, how can growers establish their cost per bushel or other unit of yield?
A. Nicol: True cost of production goes back to granularity. It’s a simple equation to determine cost per unit in comparison with price received: Fixed cost per acre plus variable cost per acre divided by the yield gives you the cost per unit.
Wayne Fredericks checks the composition of the soil on his farm in Osage, Iowa, where he practices no-till and strip tillage, as well as other conservation methods to improve the quality of his soil.

Stewardship practices not only support the environment, but they also may help decrease production costs. | By Darcy Maulsby
Embracing Practical, Proven Solutions

Farmers like Fredericks embrace continual improvement to keep their cropland productive while protecting water, soil and air quality.

All this has become more urgent as extreme weather events become more common in many growing regions. Farmers are on the front lines not only of climate change, but also of challenges arising from soil erosion and biodiversity loss. To help farmers manage these challenges, Syngenta offers The Good Growth Plan. “Farmers are being asked to meet the rising demand for food and better nutrition while dealing with changing climate conditions,” says Chris Davison, head of business sustainability for Syngenta. “We want to help growers address these challenges while using land efficiently, preserving biodiversity and conserving natural resources,” he adds, citing the company’s Good Growth Plan.

Launched in 2013, The Good Growth Plan featured six ambitious goals focused on boosting resource use efficiency, rejuvenating ecosystems and strengthening rural communities. By 2020, The Good Growth Plan reached most of its initial goals through a broad range of activities, initiatives and partnerships.

“We achieved diversification of habitat on more than 12 million acres of cropland worldwide, in addition to improving fertility on nearly 25 million acres of farmland,” Davison says. Following up on that achievement, Syngenta has now a next-generation Good Growth Plan, which launched in June 2020. It focuses on accelerating innovation for the benefit of both farmers and the environment. It also works toward fostering carbon-neutral agriculture, helping people stay safe and healthy, and partnering for impact with companies like Kellogg’s, for example, and organizations like The Nature Conservancy.

In Arkansas, this commitment includes helping growers install timers on the water pumps for their rice fields. “These timers shut off automatically to curb water waste,” says Stacey Shaw, senior sustainability lead for Syngenta.

Practical solutions like this make sense to C. Douglas “Bubba” Simmons III, a corn and soybean grower who farms near Arcola in west-central Mississippi. “We operate in a high-risk environment with everything from hurricanes to drought, so we look for ways to manage risk,” Simmons and his family have worked with Mississippi State University scientists through the Crop Irrigation Science and Extension Research program, which helps Delta producers reduce irrigation water use while maintaining or improving crop yields and profitability.

“Bubba” Simmons III, a corn and soybean grower who appears in the December 1991 Farm Journal.

Simmons and his family have worked with Mississippi State University scientists through the Crop Irrigation Science and Extension Research program, which helps Delta producers reduce irrigation water use while maintaining or improving crop yields and profitability.

In the last 10 years, we’ve cut our water usage by about 30%, and we also use less energy,” says Simmons, who tracks this data through the AgriEdge® whole-farm management program from Syngenta.

Farmers also invest their own money through ag commodity checkoff programs to support conservation research, adds Simmons, who serves on the United Soybean Board and chairs Delta Farmers Advocating Resource Management (F.A.R.M.). This association of growers and landowners strives to implement recognized agricultural practices that conserve, restore and enhance the environment of northwest Mississippi.

Delta F.A.R.M. is one of the grower groups that Syngenta helps support financially. “Partnerships are key to promoting sustainability,” says Liz Hunt, head of sustainable and responsible business for Syngenta. “This includes tying sustainability metrics to farm management so farmers can measure return on investment.”

Syngenta is also investing $2 billion in sustainable agriculture breakthroughs by 2025, with a goal of delivering two sustainable technology breakthroughs each year. “As the challenges facing farmers become more complex, we want to accelerate innovation,” Davison says.

These innovations build on a strong foundation that includes:

• Enogen® Feed hybrids, offering a step-change in starch and sugar availability in the ration to help provide more available energy to feedlot and dairy cattle
• Agrisure Artisan® water-optimizing hybrids, which help maximize yield when it rains and boost yield potential when it doesn’t

Proving That Conservation Pays

Using new technologies and conservation farming methods includes:

• Agrisure Artesian® water-optimizing hybrids, which help improve drought recovery, convert water into yield and reduce risk. Delta producers reduce irrigation water use while maintaining or improving crop yields and profitability.

ECONOMIC SUSTAINABILITY IS ESSENTIAL FOR FARMS

Your farm data is worth a lot, but how do you extract that value to lower your cost per bushel and farm more sustainably and profitably?

“Farmers are the original environmentalists, but we’re also the original economists,” says no-till farmer Matt Moreland of Montford, Oklahoma, who raises corn, soybeans, wheat and cotton with his three sons. Moreland operated out of spiral notebooks until converting to AgriEdge® in 2014. With the computerized system, Moreland enters land rental rates, taxes, crop input products and costs, equipment costs, labor costs, and more to track profitability by field. With AgriEdge, Moreland says, “It’s easy to generate reports to figure variable-rate prescriptions, adjust seeding and fertilizer rates, and run projections.”

The key for farmers is to use a system that helps them make data-driven decisions faster. “We can drill down into Tillage passes, crop protection applications and more to help growers realize greater field-level profitability and sustainability by placing the right products in the right place at the right rates,” says Patrick Thompson, an AgriEdge specialist with Syngenta.

Data is secure in AgriEdge, and the program includes highly responsive technical support service, more. “AgriEdge is an integral part of our daily, weekly, monthly and yearly planning,” Fredrick says.
Weeds will run roughshod over crop fields if given the chance — and they get that chance every year. Getting a jump on the soil’s weed seed bank with a clear weed management strategy is key to higher yields and maximized profits at harvest, according to T.J. Binns, agronomic service representative for Syngenta.

“There’s a lot of planning that goes into managing weeds, and a lot more that should go into it, as opposed to what we’re doing a lot of times,” he says. “A proactive approach is much more successful than a reactive approach.”

Staying a Step Ahead of Weeds
Bill Johnson, Ph.D., professor of weed science at Purdue University, says getting a jump on weeds is the only hope a farmer has of really controlling them, especially considering the speed with which they can become resistant.

“Weeds are present on every acre every year, and they’re easily the most detrimental factor in terms of yield loss of any of the pests that we have out there,” he says.

Over the last 20 years or so, the effectiveness of Roundup® herbicide on big weeds taught growers to wait until weeds are well out of the ground to go after them, Johnson says. That bad habit led to greater weed pressure and increased the number of weed populations that are resistant to the chemical. The only way to stop that trend is to target growth stages to increase the length of time that herbicides are effective.

Both Binns and Johnson agree that overlapping residual herbicides with at least two effective sites of action applied at full labeled rates is key to managing weeds and minimizing the soil’s weed seed bank. To maximize herbicide effectiveness, growers must target small weeds.
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— Bill Johnson, Ph.D., Professor of Weed Science, Purdue University

“The thing we really try to get growers to understand is that a weed is most vulnerable to anything you do to it right after it’s germinated,” Johnson says, “so that’s when we want to target our control efforts.”

By overlapping preemergent and post-emergent applications of residual herbicides, growers can greatly reduce the chance of leaving missed weeds, or escapes, in the field. That’s important because weeds grow quickly. For example, Binns says a four- or five-day delay in treating Palmer amaranth could mean 5-inch-tall weeds that are much harder to manage.

“‘It’s easier to control a seed than a weed,’” Binns says. “‘So just missing the window and delaying that application can take you from a proactive approach to a reactive approach.’”

Finding the Hard Way

Doyle Jost, a Kansas farmer who grows corn, soybeans and wheat, has been there.

“We learned the hard way when Roundup quit killing things like it was supposed to,” Jost says. “There was a year or two there when we were kind of behind the eight ball, trying to figure out what we were going to do, just throwing everything at it.”

Eventually, Jost connected with J.J. Voth, agronomist at Ag Service, Inc., in Hillsboro, Kansas, to come up with a plan that’s been working in favor of one that costs less and didn’t raise as much yield to go along with it, he says. “They take a double hit.”

“Acuron yield advantages range based on 2016 Syngenta and university trials comparing Acuron to Corvus®, Resicore®, SureStart® II and Verdict® applied preemergence at full labeled rates. For more information on Acuron versus an individual product, ask your Syngenta representative.

They think they’re saving money; but by the time they do reactive applications to clean up what the other stuff missed, they’ve actually spent more money on herbicides and didn’t raise as much yield to go along with it,” he says.

Counting weeds is key to turning a profit, Jost says. “Without good control, weeds can quickly start to overtake a field and have a detrimental impact on yield and profitability.”

Five years ago, they found a highly effective tool to meet this challenge on their farm: Acuron® corn herbicide from Syngenta.

“We’ve been using Acuron on our corn acres since 2016, and we continue to have great weed control,” Jost says. “We’ve tested and scaled it and found that it works well on our soil. Acuron provides a good return on our investment, and we continue to win over the weeds with it.”

FARMERS SHARE WEED MANAGEMENT EXPERIENCE

Jena and Levi Ochsner of Sutton, Nebraska, say managing weeds in their cornfields is among the toughest production challenges they face.

Controlling weeds is key to turning a profit, Jost says. “Without good control, weeds can quickly start to overtake a field and have a detrimental impact on yield and profitability.”

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Pharmaceutical representative, Syngenta, and Philip Good, owner of Philip Good Farms, posted to the Thrive website (www.syngentathrive.com).

“Over time, if we’re increasing that weed seed bank in the field, it’s just going to be that much more expensive to control the weeds down the road,” he says. “When weeds go to seed, we have to deal with those seeds for however many years they’re viable in the soil. It’s not just a one-year thing.”

Unsettled markets can bring on what Binns calls emotional decision-making, which often leads to shortsighted choices. Cutting rates on products or abandoning a plan that’s been working in favor of one that costs less but ultimately doesn’t get the job done can come back to bite a grower at harvest time.

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PROJECT BIN BUSTER TRIES OUT NEW TECHNOLOGIES TO HELP GROWERS MAKE DATA-BASED IN-SEASON DECISIONS.

By Ann Behling Wolf

Bill McDonnell of Syngenta, who oversees the testing of innovative technologies at the Farm of the Future in Ottawa, Illinois, sees a lot of value in trying out new tools in the field.

Last year, Syngenta partnered with representatives from four technology companies to test their new devices on commercial farms in Illinois as part of Project Bin Buster. “We wanted to know whether these technologies would bring value to our company, our growers or both,” says Bill McDonnell, digital ag solutions lead for Syngenta. He also oversees the company’s Farm of the Future, 152 acres of land near Ottawa, Illinois, where crop production experts evaluate innovative yield-enhancement tools using the Project Bin Buster protocol.

In 2020, the Bin Buster project stretched across nearly 400 acres over five farms, including the Farm of the Future — three in west-central Illinois and two farther north. Each of the five fields in the project were approximately the same size and planted with the identical replicated trials that included a base rate of nitrogen.

The project put four new technologies, produced by different companies, through their paces.

Technology Monitors Airborne Plant Pathogens

California-based Scanit Technologies provided its new instrument, the SporeCam™ 100 Sensor, for testing. Equipped with a cassette that runs a sticky tape, the sensor can collect, identify and report the presence of harmful airborne plant pathogens and deliver that data electronically both hourly and daily, according to Glenn Wanke, the company’s chief commercial officer.

The sensor, which also collects weather data, was calibrated to collect gray leaf spot and northern corn leaf blight spores, but it also caught thousands of southern corn rust spores. “Going forward, if we can put these out in strategic areas and they work, they’ll provide real-time information for making chemical-application decisions,” says Brad Koch, a
Prior to using the drone technology in the field, Rantizo received all required regulatory approvals from both the Federal Aviation Administration and the U.S. Environmental Protection Agency. A next step for Rantizo is rolling out a new automated mix and fill loading system.

Instrument Tracks Nitrogen Levels
The problem with conventional soil testing is that it’s done in the offseason, but growers have to make their nitrogen application decisions during the growing season — a scenario that can lead to less-efficient nitrogen use. Retailers and trusted advisers are instrumental in helping growers make decisions on fertility management. Sensors also may help with in-season applications. To further aid nutrient management, Project Bin Buster participants tested a wireless nitrogen, phosphorus and potassium (N-P-K) soil probe and its analytics platform.

Teralytic, a soil health company with four U.S. locations, developed the technology. “It’s a tool for making in-field, real-time nitrogen application decisions,” says Teralytic CEO Steve Ridder. “It also looks at soil health (carbon dioxide and oxygen), moisture, temperature, pH levels and salinity.”

“We looked at multiple nitrogen rates above and below the standard recommendations to try to pinpoint the return on investment from a fertilizer standpoint,” Koch says. “We used the data from the sensors to determine if we were making the right nitrogen fertilizer recommendations. In many cases, we applied more nitrogen than was originally planned.”

Grower Nick Andrew, who participated in Project Bin Buster, and who has a 2,500-acre corn and soybean farm north of Quincy, Illinois, was most interested in the N-P-K sensor and the nitrogen fertility information he gleaned. “It looks like I was definitely overapplying it in some areas. In the future, I hope to cut back nitrogen use in some fields by 20%, which will save me around $20 per acre,” he says. Moving forward, Teralytic will use the sensors to digitally measure on-farm carbon emissions. “Our goal is to help growers sequester excess carbon and then guide them in participating in carbon-trading markets,” Ridder says.

Sensor Provides Valuable Data
Giving growers the ability to track crop progress and quickly respond to any risks that emerge made testing the Arable Mark 2, an in-field sensor that acts as a weather station and crop monitor, a viable choice for the project. “The Arable Mark 2 is rugged and self-contained, without any moving parts, and it has the ability to transmit data in any location with cellular connectivity,” says Adam Wolf, the founder and chief scientist of Arable, an ag and analytics company headquartered in San Francisco.

Among its 40-plus features, the sensor, which perches above the plant canopy, takes hourly surface-wetness readings to track disease potential, plus hourly dew and temperature readings. It also tracks canopy cover, which is used to estimate photosynthesis and growth, to monitor seasonal crop progress.

“After a fungicide with growth-regulating capabilities was applied, we were able to show that, in the treated plots, the greenness held on for quite a bit longer,” Wolf says. “That resulted in more photosynthesis, which, in turn, brought more dry matter into those growing kernels.”

Brad Koch adds, “From a research perspective, the Arable data will be helpful for making weather, soil moisture, temperature and plant health correlations in real-time.”

What’s Next?
In 2021, Project Bin Buster will focus on corn again and add on-farm trials with two potato growers.

Steve Moffitt, the agronomy manager for D-Dowson Farms, an operation participating in Project Bin Buster, sees meaningful promise in these new technologies. “I would use these technologies on my farm. At the end of the day, it’s all about finding solutions,” he says.
importance of safeguarding pollinators, 

BEST PRACTICES 

nourishes us all. Because organizations and individuals can

$15 billion annually. The U.S. alone, pollinators increase crop values by more than

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Collaboration underscores the 

Pollinators

To Protect

essential to one-third of the world’s crops, including apples, 

species, are critical to the food supply. In fact, pollinators are 

bees, butterflies, birds, bats and beetles, among many other 

country’s highest-value crops. Flying from flower to flower, these 

punch when it comes to the production of some of the 

while pollinators are often unseen, they pack a powerful 

protection products. In its second year, the 2020 campaign

ships tips when using insecticidal treated seeds and crop 

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neonicotinoid insecticide registrants, launched the BeSure!

Stakeholders from around the world are coming together to 

Collaborating To Build Bridges 

Staying Ahead of the Curve 

Farmers have been working with beekeepers for decades, according to Caydee Savinelli, Ph.D., stewardship team and 

pollinator lead for Syngenta. 

“We all care about the land, but farmers steward the land and maintain it for generations to come,” she says. “They grow the crops that bees can forage on and around. Whether the crop itself needs pollination or the surrounding land is providing habitat for pollinators, farmers understand that working together is good for themselves, the beekeepers and, most importantly, the bees.”

Farmers continue to place great importance on pollinator protection, says Chip Bowling, farmer and former chairman of the National Corn Growers Association.

“My grandfather taught me that you need to take care of the soil and whatever is around it, and that includes the pollinators,” Bowling explains. “As farmers, we’re growing crops that feed and fuel the world, and, without pollinators, our crops can’t produce what they normally can or should. Pollinators are critical to the agricultural community.”

Beekeepers work with farmers every year to provide pollination services for crops. For example, more than 80% of all commercial bee colonies are transported across the U.S. in January to produce almond crops in California. From there, bees may travel to the Pacific Northwest, the East Coast or the Southeast to pollinate fruits and vegetables.

Relationships between farmers and beekeepers help provide forage for bees, but they don’t solve some of the challenges that the overall bee population is facing. These challenges include mites, diseases and potential pesticide exposure.

“It’s hard to know exactly what is affecting bee populations,” Savinelli says. “There are a lot of variables, and there is a need for more data. One thing is certain: Collaboration will play a vital role in overcoming these challenges.”

Collaborating To Build Bridges 

Stakeholders from around the world are coming together to preserve biodiversity and protect pollinators.

“As an industry, we have a lot of knowledge and best practices to protect pollinators,” Savinelli explains. “We thought it really made sense to get together and provide resources so farmers can continue using and benefiting from insecticides, but at the same time help pollinators.”

As a result, the Growing Matters coalition, which includes neonicotinoid insecticide registrants, launched the BeSure! campaign. Its purpose is to remind members of the ag community to follow best management practices and stewardship tips when using insecticidal treated seeds and crop protection products. In its second year, the 2020 campaign reached farmers and applicators in at least 28 states through tailored radio sponsorships, social media and traditional trade media outreach.

“One of the keys is communication,” says Tom Smith, executive director of the National Pesticide Safety Education Center. “Communicating with fellow landowners surrounding their farms and with beekeepers who may be in the area is really critical. Even for farmers who don’t grow crops that need pollinators, it’s important to understand where they have natural areas and to work with others to continue preserving biodiversity on their farms. Frankly, farmers are aware of these things and are already doing them.”

Playing a Role in the Pollinator Story

One way Syngenta is building bridges to connect farmers, companies and beekeepers is through Operation Pollinator, a global biodiversity initiative to boost the number of pollinating insects on farms and golf courses. Other industry stakeholders are partnering to protect pollinators as well, including The Bee and Butterfly Habitat Fund, Project Apis m, the Iowa Soybean Association, Monarch in the Rough and many others.

The end goal of all these partnerships is the same: to maintain a biodiverse planet, a healthy environment and a thriving population of pollinators that will ensure a stable food supply.

It’s a goal that growers and ag retailers share. After all, no one has a stronger stake in preserving the land than the people whose livelihoods depend on it. They also understand that maintaining access to the seeds and crop-applied technologies needed to produce more bountiful crops requires proper use, storage and disposal.

“Whatever we do together is much better than what we can do alone,” Savinelli says. “As long as we’re working toward a common goal — putting seeds in the ground, growing productive crops and keeping pollinators safe — the future looks bright.”

STORY BY CLEVER, DESIGN-BRIE

“We’re growing crops that feed and fuel the world, and, without pollinators, our crops can’t produce what they normally can or should.”

CHIP BOWLING, Farmer and Former Chairman of the National Corn Growers Association

Top left: More than 80% of commercial bee colonies participate in the pollination of the almond crop in California every year. In this photo, an almond flower attracts a bee in search of nectar.

PHOTOS (LEFT TO RIGHT): ISTOCK, NATIONAL CORN GROWERS ASSOCIATION

FORMULATED FOR THIS VERY MOMENT.

At full-split timing, nothing else protects your almonds from navel orangeworm and peach twig borer like Besiege® insecticide from Syngenta. By combining two powerful and complementary modes of action, it gives you fast knockdown and long-lasting residual control. Plus, it comes in a convenient premix formulation, which makes it easier to protect your crop and your bottom line. To learn more about Besiege, visit SyngentaUS.com/ Besiege

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BETTER TOGETHER
When it comes to AgriEdge customers, Midstate Agronomy leaves no farmer behind.

Although they might not be comfortable with the term “fan club,” Chad Malone and Garrett Osvog of Midstate Agronomy do have a loyal following. As trusted retailers in De Smet, South Dakota, they support their customers’ use of the Syngenta AgriEdge® whole-farm management program at a level that many would describe as the height of customer service.

AgriEdge is a suite of tools and technology that helps growers save time and money while helping drive better yields and increasing profit potential. Malone, manager at Midstate, is a crusader for the importance of growers knowing their numbers.

“Farming is a business, and you have to treat it like a business,” he says. “That’s what we’re helping growers do with AgriEdge — turn it more into a business, not just, ‘I farm; I work hard, and at the end, I hope I make some money.’”

TAILOR-MADE TECHNOLOGY
Powered by the proprietary software Land.db®, AgriEdge captures what is and isn’t working on a grower’s farm. Midstate was one of the first retailers to offer AgriEdge and truly believes in its value. The experts there go to great lengths to make sure their customers are not only using it, but are also keeping up with their data entry, regardless of their technological skill level.

Malone says they typically have three types of users: those who are tech-savvy and do all the work themselves, those who are comfortable with technology but occasionally need help, and those who see the value but don’t have the time or computer skills to run the program themselves. Midstate doesn’t want the third type to fall through the cracks.

“My counterpart, Garrett Osvog, will go out to farms, sit at the kitchen table with growers and assist them with data entry, and then out come the PDFs and the reports,” Malone says. “We don’t have to do that for everybody, but for the handful that we do, it’s worth their weight in gold.”

Malone says the AgriEdge success, providing whatever information the company or its customers need. He is a hands-on facilitator at the Syngenta customer workshops, which are held three times a year.

“The workshops help the growers evolve in their understanding of the software and products and how these things might best serve their farms,” Borchard says. “It’s an opportunity for them to learn and work together, and the workshops have gone very well.”

BUSINESS AND PLEASURE
The workshops offer education and farmer-to-farmer conversations, says Chad Hoyer, who farms in Arlington, South Dakota.

“I learn more every year,” he says. “It’s also nice to get together with some local guys. We do quite a bit of data entry, but we’re also able to talk about how the weather may impact our crops or how things are going with the markets.”

In 2020, the pandemic reduced the number of workshops but didn’t derail them. Midstate is a Certified AgriEdge Partner (CAP), having invested people and resources in becoming experts in the program. So, while Borchard wasn’t traveling as much as usual, Midstate team members could carry on — masked up and 6 feet apart.

“They’re as well-versed in these tools as I am and can speak to the agronomics behind Syngenta products as well as anybody,” Borchard says. “CAPs are the ones who really multiply the power of the program, and my role is to support them in that.”

Midstate is so determined to make sure their customers get all the benefits of AgriEdge that, in conjunction with Borchard and Syngenta, the company has started a laptop program for growers who don’t have one.

“I don’t want a guy saying he’d really like to sign up, but his computer’s 12 years old, so he doesn’t have the means to do it,” Malone says. “So we’ve set aside a budget every year that may impact our crops or how things are going with the markets."

In 2020, the pandemic reduced the number of workshops but didn’t derail them. Midstate is a Certified AgriEdge Partner (CAP), having invested people and resources in becoming experts in the program. So, while Borchard wasn’t traveling as much as usual, Midstate team members could carry on — masked up and 6 feet apart.

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SUCCESSFUL RELATIONSHIPS
Midstate is built on relationships, Malone says. He and his colleagues drive to help customers succeed as farmers and to make AgriEdge program members feel appreciated.

“Every year, we give our AgriEdge customers a Midstate hoodie with Syngenta on the sleeve,” Malone says. “It makes them feel a little special and part of something exceptional.”

EDITOR’S NOTE: This article is part of a continuing series celebrating the strong partnerships that help propel agriculture forward. Find related stories online at www.syngentathrive.com/community.
Mark Callender Named 2020 Professional Farm Manager of the Year

Starting a career in agriculture was an easy decision for Mark Callender, the 2020 Professional Farm Manager of the Year. As a farm manager for Farmers National Company in Dighton, Kansas, this former farm boy is able to combine his passion for agriculture with the reward of building relationships with others in the industry. Callender’s outstanding ability to bring innovative ideas to the farms he manages is a primary reason for his receiving this honor. He also has an innate understanding of the industry and his clients’ needs. In his position at Farmers National Company, Callender is one of the top farm managers because his clients know he cares about them and wants their farms to succeed.

“Mark is well thought of, and that carries over into his professional life, where his calm demeanor is very reassuring to our clients,” says Dave Englund, CEO and president of Farmers National Company. “The clients trust him tremendously because of how he interacts with them.”

For Callender, one of the most fulfilling aspects of his job is working with people in his own community where he can make an impact on their daily lives. “It’s rewarding to live in the area that is your responsibility as a farm manager,” Callender says. “You become very familiar with the farms, and you get to know the families who live in the community you serve.”

The American Society of Farm Managers and Rural Appraisers, The formerly APROfessional magazine and Syngenta team up annually to present the Professional Farm Manager of the Year Award. Launched in 1986, this award recognizes farm managers whose dedication and commitment to agriculture have benefited their clients, the American consumer and the most precious commodity — the land.

To learn more about Callender and the Professional Farm Manager of the Year Award, visit the website www.farmmanageroftheyear.com.

2020 FarMore Vision Award

Kamterter Products, L.L.C., won the 2020 FarMore® Vision Award for its dedication in providing essential support to the seed treatment industry. Kamterter, an independently service company based in Waverly, Nebraska, brings a new generation of seed priming, seed lot refinement, and seed coating technologies and services to the industry.

“Kamterter is honored to receive this award,” says Chris Petersen, president and director of research at Kamterter. “As a seed enhancement and coating service provider, Kamterter brings a new generation of seed priming, seed lot refinement, and seed coating technologies and services to the industry. Kamterter is honored to receive this award,” says Chris Petersen, president and director of research at Kamterter. "As a seed enhacement and coating service provider, Kamterter brings a new generation of seed priming, seed lot refinement, and seed coating technologies and services to the industry. Kamterter is honored to receive this award."
A Quiet Devotion

This year’s #RootedinAg Contest winner celebrates her grandmother’s lifetime of nurturing family members.

Family members know that on any day, they can count on Lois to have a full-course meal ready at noon. Hannah regularly joins her grandmother for those lunches. “I’ve learned a lot about her and the history of the farm,” Hannah says.

During the years when she and her husband were raising their family, Lois helped in the field when needed. But her work around the home was equally important — cooking, canning vegetables, doing laundry and raising chickens.

In addition to the farm income, egg money helped feed the family. Selling eggs was something she just quietly did. “She didn’t want the attention,” Hannah says.

Through her #RootedinAg video, Hannah shares her grandmother’s impact and contributions. “Grandma is the perfect mix of grace and grit,” Hannah says. “I’ve always admired how she lives her life and her role in our family.”

Part of Hannah’s prize package from Syngenta is a $1,000 donation to a local charitable or civic organization. She chose to have the donation made in her grandmother’s name to the Wakefield Heritage Organization, which manages both a library and a railroad museum.

The Borg donation is a big boost, says Barb Stout, who co-manages the Wakefield Heritage Organization. This is especially true because the organization was unable to hold its 2020 fundraisers due to the COVID-19 pandemic. The organization will use the donation to help maintain buildings and support various projects, Stout explains.

Hannah with her grandmother Lois outside their home on their farm near Wakefield, Nebraska.
Tavium has arrived.
With lasting residual control, time’s up for tough weeds.

Tavium® Plus VaporGrip® Technology herbicide controls weeds in soybean fields with the powerful combination of dicamba and S-metolachlor. It’s the first dicamba premix that controls both pre- and post-emergent weeds for up to 3 weeks longer than dicamba alone. Meaning it helps keep fields free of weeds until your soybeans grow to canopy. Talk to your local Syngenta retailer or visit SyngentaUS.com/Tavium to learn more.
Dear Valued Customers and Partners,

With spring approaching, we recognize that you are most likely in the midst of conversations to finalize crop protection plans for the coming season. In the past, these discussions were an opportunity for local knowledge and insights to help determine the best products for each farm’s unique situation. However, as seed/crop protection bundle programs become more prominent, too often the conversation shifts to the products that may give the biggest rebate — rather than those that help provide the biggest yield and return on investment.

At the end of the day, Syngenta believes the best knowledge has always been local knowledge. Ag retailers have the local knowledge and insights required to align product fit with unique agronomic challenges.

We believe growers should be able to choose what works best for them. And, we want to help ag retailers and growers collaborate to get the most from every acre and every dollar spent in 2021.

With that in mind, we are introducing Better Yield Is the Better Deal. Our goal is to help growers determine if they really are getting a better deal with these bundles. We want them to consider if they are committing to a program that limits product choice and may leave yield in the field, reduce on-farm revenue and ultimately hurt their profit potential.

We know Syngenta has the most innovative, highest performing portfolio in the industry. Our flagship brands like Acuron® corn herbicide, Trivapro® and Miravis® Neo fungicides, and Saltro® fungicide seed treatment are just a few examples of products that consistently deliver higher yields than competitive brands.

Thank you for your continued support. We deeply value your business and want to offer you the best opportunity for agronomic and economic success. Best wishes for a profitable year!

Regards,

Vern Hawkins, President
Syngenta Crop Protection, LLC