

# GroNTec, optimization technologies

After almost three years of development, the GroNTec division is launching a new marketing approach aimed at increasing growers' performance.

"The starting point of our mission was to accompany over 100 growers holding 500 ha of pepper cultivation in the Arava Valley in Israel, representing about 20% of the valley's pepper crops," explains Itay Miyara, head of the GroNTec division of Zeraim Gedera. Itay integrated the Syngenta organization after obtaining a Ph.D. in Agriculture Sciences from the Hebrew University of Jerusalem and Texas A&M University. "Undermined for grower profitability, we are facing continuously reduced market prices along with increased cultivation costs," says Itay. This situation is leading us to develop grower optimization technologies to produce more from less. "For example, we succeeded



Itay Miyara

in significantly increasing our Canon pepper productivity in Arava Valley," explains Itay. "The accuracy of our growing methods is based on adequate

management of passive pepper greenhouses by continuously monitoring more than 10 parameters, like nitrogen levels in the petioles and soil, water and soil salinity, etc. Farmers are provided with software to receive these plant data, which are then analyzed by our GroNTec experts to manage the farming throughout the season. The same applications are continuing in other countries like Spain and Mexico, with promising results so far.

As part of Syngenta's Integrated Crop Solution vision, we go be-

yond simply providing genetics (or CP products) and provide growers with a crop management strategy that allows them to optimize their production and achieve maximum benefits. GroNTec symbolizes a reliable, continuous partnership between the growers and our company, looking together for agronomic solutions to improve productivity. The idea is to use technology and our deep understanding and scientific know-how to create solutions that can be adopted by any grower.

■ PE

## Syngenta: successful in tegration with a 10% rise in sales

Syngenta believes it has completed the integration process of its seed, Bioline and crop protection divisions after its official "kick-off" was announced just 2 years ago in February 2011. The sales, research & development, production & supply divisions have been merged for more efficient organization. "We still have specialist breeders and chemists as before, but today we manage our activities in a more integrated way," explains Alexander Tokarz, head of the Vegetables division at Syngenta Crop Protection. The regions have also been re-mapped for more efficiency, with 18 territories created worldwide, like Iberia, France, North America, South East Europe (including Turkey and Israel), Africa and the Middle East, China and Southern Asia.

The decision taken 10 years ago for integration has proven to be a success, since Syngenta is improving its financial results as well as its market share in different fields. Its 2012 consolidated sales are showing 10% growth to \$14 billion, up 8% in developed countries and 11% in developing countries. "Our earnings have progressed even more, up 17%, giving a \$0.9 billion pre-acquisition cash-flow," reports Alexander. The crop protection portfolio has increased by 44% over the last 5 years, with a 36% sales increase in agro-chemicals and 14% in vegetables. Spain was



Alexander Tokarz

the first "ICM" (integrated crop management) initiative, with more than 200 growers and 250 ha of pepper crops with combined seed, chemical and Bioline services. The ICM integrated services are now being extended to other crops like tomatoes and to other farm areas of the Mediterranean like Italy, Morocco and Turkey. "India is now also successfully integrating its vegetable seed division with its crop protection division, contributing to an increase in their market position in both product lines."

■ PK



**ZERAIM GEDERA**  
The Seed Company

FARMING THE FUTURE

www.zeraim.com