

Media Release

New cereal technology to be demonstrated by Syngenta at Cereals 2011 (incorporating Sprays & Sprayers)

20 April 2011

With a number of technical innovations launched to cereal growers recently, this year's Syngenta stand at the Cereals 2011 Event (incorporating Sprays & Sprayers) will focus on how new technology can be utilised, in a practical way, to help drive the profitability of arable farming forward. (The event is being held at Boothby Graffoe, Lincolnshire, 15 and 16 June.)

For winter wheat growers, this will include reviewing the performance of the company's new fungicide Seguris, following its launch earlier this season.

Also examined will be the outlook for the high-yielding bread-making wheat variety Gallant, as it grows in popularity among the country's millers and bakers.

For winter barley, growers can hear how the new-generation specialist fungicide Bontima, sister product to Seguris, can be utilised with high-output hybrid barley to take the crop's yields on to the next level.

And continuing on the technology theme, a special marquee on the stand will focus on new developments on the Syngenta website – incorporating seeds and crop protection information, new trials data and application advice, video galleries and a mobile web with product guide, weather and latest news. Also in the marquee will be information on how growers can access Syngenta expertise, for example via demonstration days, to gain a head start when using new technology on their farm.

Other attractions on the Syngenta stand will focus on options for black-grass management – both present and future – as it spreads to new areas and becomes harder to control.

“Increasingly we believe growers are going to have to start thinking further outside the box to stay ahead of black-grass,” says Syngenta weed expert Simon Parker.

“Whether that is through cropping and variety choices, cultivation techniques, advances in application, or using more sophisticated pre-emergence herbicide mixtures, growers are going to have to think even more seriously about joining-up all of these methods. So we are keen to talk to farmers about how they can be integrated together on-farm.”

Also showcased on the stand will be new cereal varieties undergoing development by Syngenta and in official trials – including the new potential two-row winter malting barley SY Venture; a potential biscuit-making winter wheat variety SY Epson; and a new winter barley hybrid candidate SY Bamboo.

For spring barley growers, there will be opportunities to discuss making the most of the return to better malting prices – with plots of Propino and the new potential brewing and distilling variety Shuffle, due for launch next spring, also on the stand.

There will also be separate areas dedicated to Syngenta developments in sugar beet, beans, potatoes and oilseed rape on display.

Photos: Wheat and hybrid barley

Caption: Utilising innovations in crop protection chemistry and plant breeding on-farm will be the key theme for Syngenta at Cereals 2011

Photo: Simon Parker at Cereals

Caption: ‘Joining-up’ different methods for black-grass control will also be covered at Cereals 2011 by Syngenta, says company grass weed expert Simon Parker

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BONTIMA (MAPP No. 14899) contains isopyrazam and cyprodinil, SEGURIS (MAPP 15246) contains isopyrazam and epoxiconazole

Use plant protection products safely. Always read the label and product information before use. For further product information including warning phrases and symbols refer to www.syngenta-crop.co.uk

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Notes for Editors:

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