



MEDIA RELEASE – Tuesday 23<sup>rd</sup> February 2010

## **Syngenta signs up as Diamond Sponsor**

The South East Premium Wheat Growers Association (SEPWA) continues to gain recognition from major companies, for their role, with the development of sponsorship partnerships.

Syngenta is the latest company to sign up as a Diamond Sponsor of the grain growing group which is focused on the Esperance Port Zone.

Syngenta is one of the world's leading companies with more than 25,000 employees in over 90 countries dedicated to its purpose of bringing plant potential to life.

Through world-class science, global reach and commitment to customers Syngenta assists to increase crop productivity, protect the environment and improve health and quality of life.

SEPWA President, Andrew Fowler welcomed Syngenta on board as a sponsor and said as a chemical company, they should be able work in closely with the SEPWA trials program.

He said this will help to maximise their exposure and also to deliver some great information to our members.

“Sponsors are critical in enabling SEPWA to function in a professional manner and allows us to better service our members and to help us advocate the interests of the EPZ throughout the industry”, said Mr Fowler.

Syngenta Territory Sales Manager for the southern region of WA, Leigh Nairn said the company realises that the south eastern grain growing region is an integral and vital part of broadacre agriculture in Western Australia.

“Sponsorship of SEPWA will not only help Syngenta build better relationships within the industry and showcase some of our exciting products but it will also help Syngenta grow while working with some of the most technically advanced growers in the country.

He said Syngenta hopes to work closely with SEPWA in developing new relationships with growers in the region.

“We can offer a range of new and proven crop protection products, application technology and a suite of tools that will not only help to increase plant potential but also grower productivity.

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# South East Premium Wheat Growers Association

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From Syngenta's point of view representation in the south eastern agricultural region, through a grower group such as SEPWA, is an important part of developing sustainable agricultural practices and giving back to the farming communities that have supported us for years past", said Mr Nairn.

Mr Nairn said he looks forward to developing a strong working relationship with the SEPWA and its grower members.

*PHOTO - Bill Sharp (SEPWA Trials Coordinator), Leigh Nairn (Syngenta Territory Sales Manager – WA Great Southern) and Andrew Heinrich (SEPWA Trials Subcommittee Chair) discuss the trials that Syngenta will have in the Esperance Port Zone this year.*

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### DIAMOND SPONSORS



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