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Syngenta Groupâ??s MAP launches Endosâ?¢ enhanced efficiency fertilizer in China

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On the heels of announcing our partnership withÂ Syngenta Groupâ??s Modern Agricultural Program (MAP)Â in China, the company gathered on January 22, 2024 in Wuwei, Gansu Province to officially launch its new enhanced efficiency fertilizer (EEF) product called Endosâ?¢.

The productâ??s name, Endosâ?¢, is derived from its use of endophytic microorganisms. The EEF leverages BiOWiSHÂ® Â Crop Liquid, which is a blend of proprietary microbial cultures coated onto dry fertilizer or mixed with liquid fertilizers.Â It is designed to help increase crop production economically, safely and sustainably.

Food security is a major concern in China, and fertilizer is an important source of crop nutrients, playing a vital role in improving agricultural productivity to meet the needs of human health and nutrition. Syngenta is tasked with balancing this demand with the countryâ??s sustainability goals, and they proudly presented Endosâ?¢ as an upgrade to traditional fertilizer and a new way to meet modern agricultural development.