AgroSpectrum ASIA
Envisaging Future | Updating Present

Syngenta Vietnam organizes Sales Kick-off Meeting 2024

11 March 2024 | News

Aims to revolutionize Vietnamese agricultural industry



Aims to revolutionize Vietnamese agricultural industry

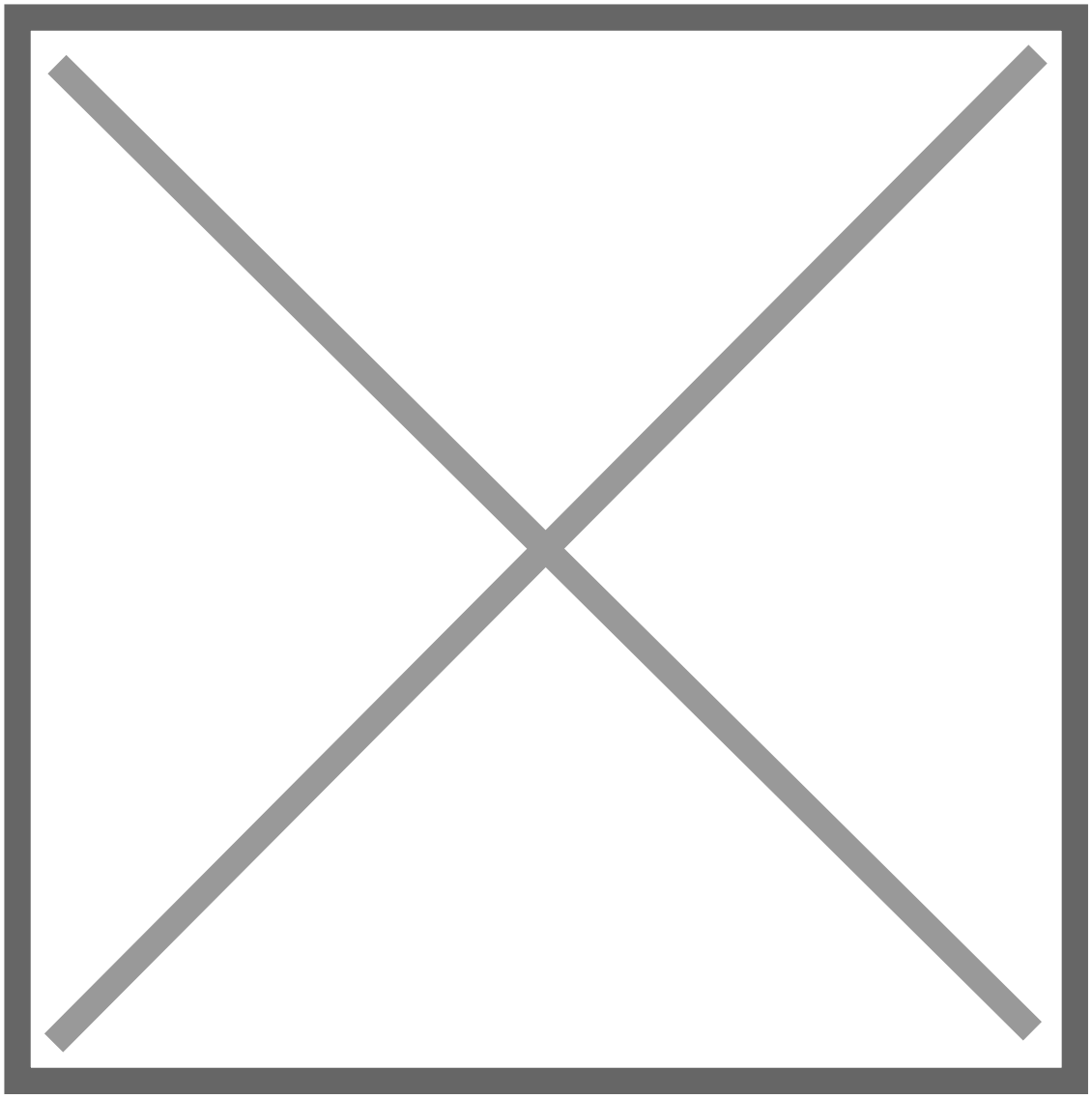
During 2 days, March 4 and March 7, 2024, Syngenta Vietnam organized the Sales Kick-off Meeting 2024 program for the Agrochemical Trading Department in Tam Dao, Vinh Phuc (Central-Northern region) and in Can Tho city (Southeast region, Central Highlands and Mekong Delta).Â

With the theme "Motivate Great Minds, Inspire Great Work", Syngenta hopes that each member of the Agricultural Pharmaceutical Trade sector as well as all members of the support departments will always have steadfast goals and clear action plans motivating and inspiring all employees to achieve greater success in 2024. The entire Syngenta agricultural chemical trading department participated in the program and exchanged knowledge and leadership messages to achieve further".

The "relay station" also helped members of the Agricultural Pharmaceutical Trade department and the support team recharge to stay energized on the journey of bringing the most advanced technology to farmers.

A successful Sales Kick-off meeting for the Syngenta Vietnam team for the year 2024 took place, marking a new milestone for the company. During this event, the company hopes each employee will be inspired to make a positive difference in the Vietnamese agricultural industry in general and for the company in particular.

Promoting sustainable agriculture models among Vietnamese:



In addition, Syngenta Vietnam team organizes multiple agriculture development programs by uplifting farming protocols and technologies.

The harvest festival of the cooperative model linking sustainable potato production and consumption in 2024 was held on February 27 in Bau Can commune (Chu Prong district, Gia Lai province). Syngenta, PepsiCo, and potato production chain partners organized the event.

A series of new technology solutions are being adopted in potato production by PepsiCo, Syngenta, and other companies in the value chain in 2023 alone. The results showed that potato yield reached 30-34 tons/ha. Pest management solution set helps reduce 2 spraying times/crop, saving 2 million VND/ha for farmers; Using drones reduces the amount of water mixed with pesticides by more than 10 times.

Five years after its implementation, the sustainable potato production linkage model has had outstanding results. Specifically, the average potato yield reaches 23-26 tons/ha, 3 times higher than traditional farming, even the highest at 52 tons/ha. Each year saves more than 5 million m3 of water; Farmers' income increased nearly 3 times.

As part of the project, nearly 6,000 farmers receive safe production training each year, the potato growing area increases by approximately 20% every year, and the number of farmer households participating in the program increases by approximately 10%. Women and minority farmers' capacity and role have also been significantly improved.

A sustainable potato production model developed by Syngenta, PepsiCo in collaboration with the National Agriculture Extension Center (Ministry of Agriculture and Rural Development), Yara, Mimosatek, Netafim_Khang Thinh, USAAIDS Resonance-GDA project, and Care-She Feeds The World project (SFtW) has been in operation since 2019. Business and

partner partners have built a closed potato production model based on: soil care - seeds - seed treatment - pesticides - fertilizer - irrigation - farming techniques - output consumption - product processing using renewable energy.