

Syngenta acquires distributor Produt@cnica, strengthens position in agri-input retail sector

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In 2019, Syngenta took the first step towards acting directly in the resale of inputs by creating Atua Agro, which concentrates its operations in the South region of the country. The chain has grown since then – today, it has 44 stores – but with experience, the company realized that organic growth would not be enough for it to gain a foothold in distribution at the speed it would like.

With that, Syngenta went shopping. The first acquisition, which took place in 2021, was that of Dipagro, from Mato Grosso. The following year, the company incorporated Agro Jangada, from Mato Grosso do Sul, and, in 2023, Agrocerrado, from Minas Gerais.

In addition to Produt@cnica's six units, Syngenta will have around 90 stores of its own, as well as more than 200 partner distributors and cooperatives. The company did not inform the deal's value, which depends on the approval of the antitrust regulator CADE. Syngenta informed CADE of the agreement on Wednesday evening.

The Produt@cnica stores are located in the municipalities of Balsas and Aãsilãndia (Maranhão), Bom Jesus (Piauí), Araguaãna, Gurupi and Palmas (Tocantins). They will be part of Synap, Syngenta's distribution platform.