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Huannong Weiye launches Huannong 658D as Chinaâ??s corn seed market pushes for greater climate resilience

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More than 500 core dealers attended the launch in Shandong as the company moves its new dual-resistance corn variety into commercial promotion

Beijing Huannong Weiye Seed Technology Co., Ltd. has formally launched Huannong 658D, a new-generation corn variety designed to combine insect resistance and herbicide tolerance with the stress resilience of its established predecessor, as China’s seed industry increasingly focuses on varieties capable of performing under more volatile growing conditions.

The launch took place from August 18 to 19, 2026, in Tai'an City, Shandong Province, where more than 500 core dealers gathered for Huannong Weiye’s Huannong 658D new variety launch and the Huang-Huai-Hai core dealers' win-win summit. The event marked the variety's formal entry into commercial promotion.

Huannong 658D enters a market where climate resilience is becoming an increasingly important part of seed development. The Huang-Huai-Hai summer corn region has faced recurring periods of high temperatures, drought, waterlogging and pest and disease pressure, increasing the demand for varieties that can maintain stable performance across highly variable conditions.

The new variety builds on Huannong 658, which has been promoted across a cumulative area exceeding 666,667 hectares, according to the company. Retailers in Dezhou City, Shandong Province, have reported that the original variety has maintained stable performance under high temperatures, drought, waterlogging and strong winds, while recording an annual farmer repurchase rate of more than 80 per cent.

Huannong 658D is designed to retain these characteristics while adding transgenic dual-resistance traits—providing insect resistance and tolerance to four times the application level of glyphosate herbicide, according to the launch information. The variety also retains traits associated with high-temperature tolerance, rust resistance, high yield and flexibility across planting densities, while offering a longer stay-green period, stronger stress resistance and broader adaptability.

The development of the variety draws on Syngenta’s global seed and germplasm resources, alongside modern breeding technologies including genome-wide selection and molecular markers. Syngenta Group has continued to invest in its seed business and innovation pipeline, with its Seeds business reporting $1.5 billion in first-quarter 2026 sales and China seed sales increasing 8 per cent during the period.

For Huannong Weiye, the launch represents the next stage in the commercial development of a variety that was first unveiled at the company's core retailer empowerment conference in April. The company now plans to expand promotion of Huannong 658D across the Huang-Huai-Hai market by leveraging Syngenta’s technology resources, seed industry capabilities and commercial network.

The broader significance of the launch lies in what it says about the direction of China’s corn seed market. Seed companies are increasingly competing not only on headline yield but also on the ability of varieties to withstand climate and production risks. Traits such as drought tolerance, heat resilience, pest resistance and herbicide tolerance are becoming part of a broader package designed to give farmers greater flexibility in increasingly unpredictable growing environments.

Huannong Weiye is also part of a wider pipeline of genetically modified corn variety development in China. Publicly available registration information has previously listed several GM corn varieties associated with Beijing Huannong Weiye Seed Technology, reflecting the company's involvement in the country's expanding biotech seed landscape.

With Huannong 658D now moving into commercial promotion, the company is positioning the variety as more than an upgrade of an established corn seed. Its strategy is to combine proven field performance with biotechnology and modern breeding tools, targeting a market where resilience may increasingly be as important as yield. The launch also comes as Syngenta Group continues to report growth in its Seeds business and identifies China as an important market for new seed technologies.