6th Seed Congress of the Americas

Promoting Seed Business in the Americas | September 5-7 2017 - Colombia Cartagena de Indias

The Seedcare Institute in Holambra - Brazil

José Veiga – Mgr of the Holambra SCI

September 2017

Evolution of Seed Treatment in Brazil, over last 20 years, and in the future

Last century

On Farm 1st wave



On Farm 2nd wave

2000



Industrial treatment

2010



Integrated technologies in the seed bag

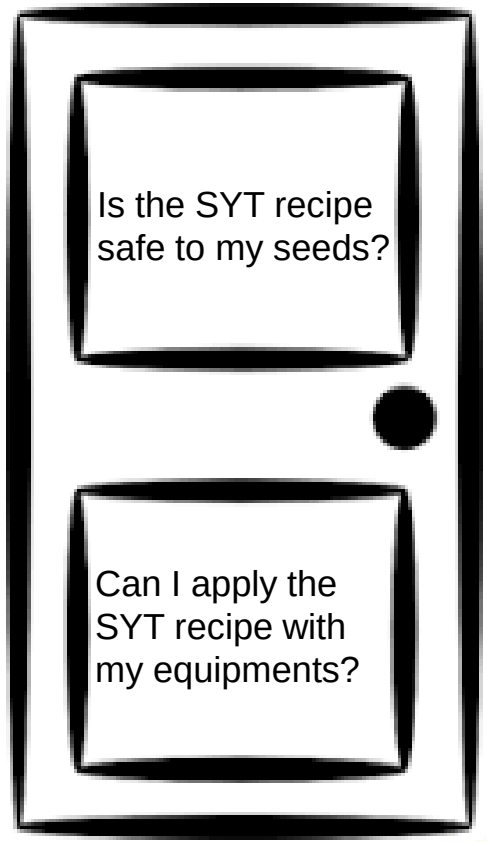
- High yielding germplasm
- Traits
- Pesticides
- Micronutrients
- Inoculants
- Growth enhancers
- Ready to plant

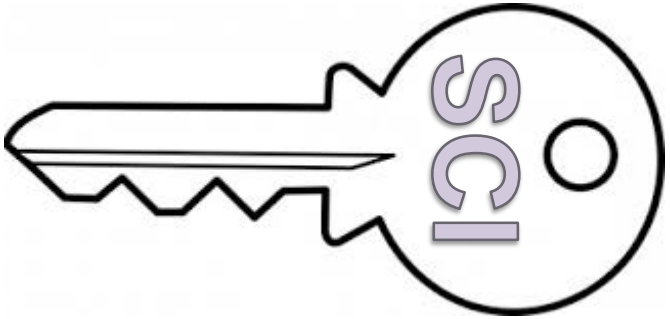
2020

Workers safety / convenience

Technology / MKT value

The Seedcare Institute is the key to unlock the doors in the seed companies





And the SCI support the clients to develop treatments that can add value to their seeds



Germplasm
+
GM Traits
+
Insecticide
+
Fungicide
+
Nematicide
+
Nutrients
+
Finishing powder

The Holambra SCI mission

- Leverage the Seedcare business. Delivering services and technologies that can add value for our customers business

- Lead the creation and diffusion of Seedcare knowledge in LATAM

- Be the global reference for Soya seed treatment technology

The SCI activities

Hardware

- Support the use of Syngenta Seedcare products:
  - In combination with genetics from our customers – SEED SAFETY
  - In line with the industrial routines from our customer – APPLICABILITY
  - With right quality – SEED LOADING

Software

- Visit clients, give consultancy
- Support promotional events
- Attend visitors and train people

The Seedcare portfolio for corn and soybeans is getting stronger and more complex in Brazil

	2009	2015	2019
Seedcare products	Cruiser® 350 FS Maxim® XL	Cruiser® 350 FS Maxim® XL Avicta® Completo Vigor & Praga Combo Maxim® Advanced	Cruiser® 350 FS Maxim® XL Fortenza™ Duo Avicta® Completo Clariva™ Vigor & Praga Combo Maxim® Quattro Maxim® Advanced Cruiser® 600FS
Adj. Tech.	**Florite, Disco**	**Florite, Disco, Local polymers, Finishing powders, Micronutrients, LL Inoculants**	**?**

The Seedcare KAs in 2009: few big ones – only Global customers

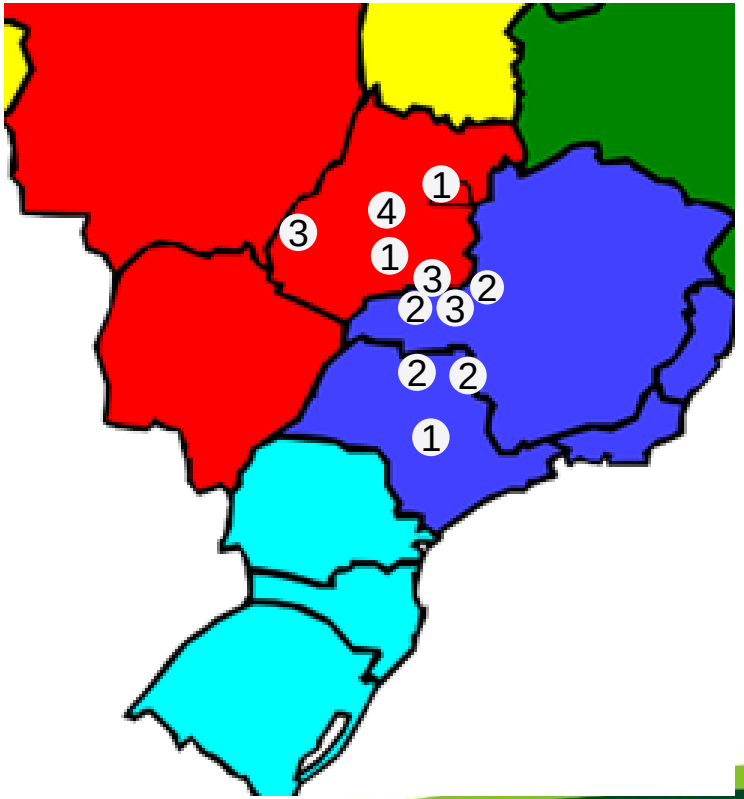
Total = 9 plants

Corn treatment



The SCI clients in 2017: more Global customers treatment sites

Total = 11 plants
Corn and soybean treatment

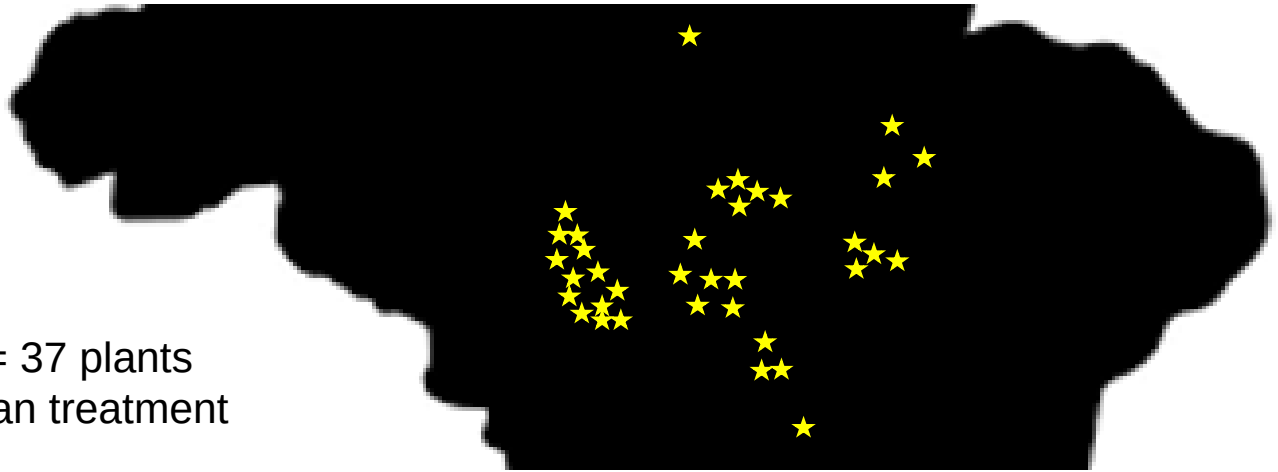


The SCI clients in 2017: Local customers in BR-south

Total = 25 plants
Soybean treatment



The SCI clients in 2017: Local customers in BR-north



Total = 37 plants
Soybean treatment

And… increased complexity = increased demand for services

Service type	Level in 2015	Ideal level 2019	Why increase?
Seed safety	26.000 datapoints	30.000 datapoints	Local customers specific recipes and storage conditions; treatment season increase
	+15%		
Recipe development	1.000 datapoints	1.500 datapoints	Local customers specific recipes and machinery
	+50%		
Training	150h (1.5 days / month)	250h (2.5 days / month)	Local customers and new Global customers teams New levels of trainings
	+70%		
Applic tech cons/support	50h (2 travel days / 2 months)	250h (5 travel days / month)	To be closer to more clients, especially local customers
	5x		
Support to events	10 events	12 events	Stronger demand generation efforts
	+20%		

HARD SOFT

We keep refreshing and adding new services to the menu

Seed Loading / Quality Assurance
Biologicals / Inoculants testing
The Seedcare Academy
Applicators training
Semi industrial recipe piloting
Industrial safety assessments





Academia Seedcare™

Aperfeiçoamento em tratamento de sementes.





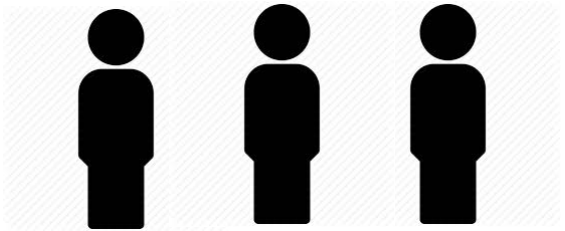


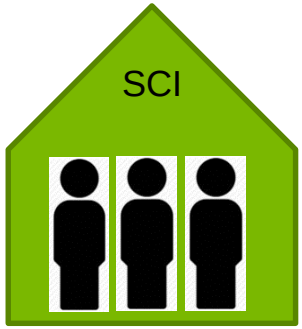


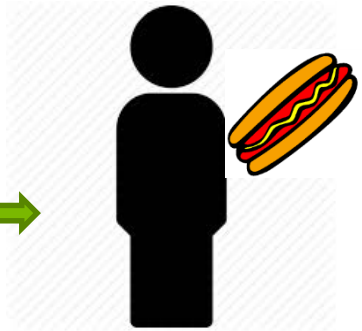
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The SCI activities - beginning









MENU:

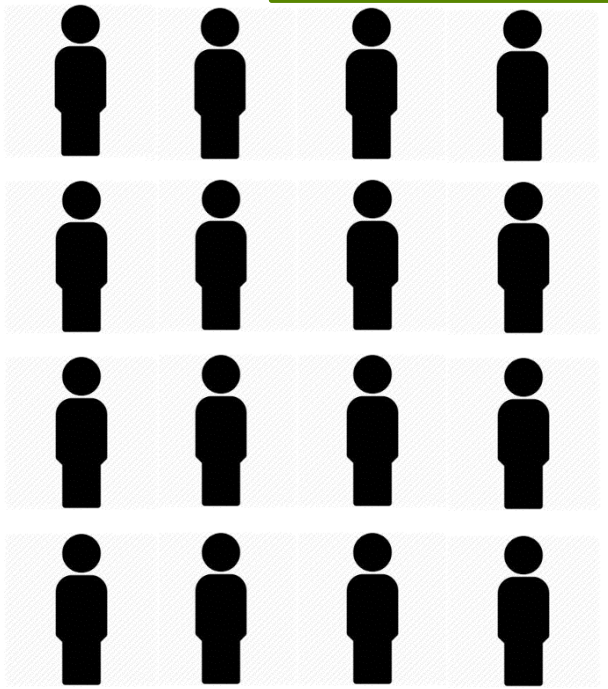
Seed safety
Lab recipe dev.
Visits to the SCI

Cruiser
Maxim XL
Polymer

The SCI activities - today

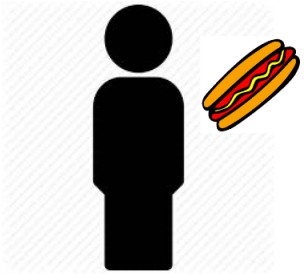


Application follow up and troubleshooting on site! Trainings on demand!





SCI





MENU:

Seed safety
Lab recipe dev.
Visits to the SCI
Seed loading
Mini-indus. piloting
Demo materials

Cruiser
Maxim Adv
Maxim Quattro
Avicta
Biologicals
Micro nutrients
Finishing powders

The Holambra SCI team

- 21 people
- Responding directly to the BR Seedcare Head



The power of the Global SCI network



- **Major Institute upgrade:**
  - **China** (2017/18)
- **Local Institute Expansion**:
  - **Russia** (2016/17)
  - **India** (2017/18)
- **General SCI Network Upgrade**

- Implementing six technical service categories
- Delivering globally consistent, high quality services
- Sharing best practice in service delivery
- Providing value to customers; extracting value for Syngenta

RECIPE DEVELOPMENT



APPLICATION, QUALITY & ENGINEERING



STEWARDSHIP



TRAINING



SEED SAFETY & BIOLOGY



PRODUCT MARKETING SUPPORT



National / Regional farm shows



Small events organized by the customer



Customer sales team



Agronomists from coops



Customers from Argentina



Customers top management



Customers application team



Authorities



Thank you for your attention!