



NEWS FROM SYNGENTA IN NORTH AMERICA

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- Syngenta Flowers to produce and supply Royal Van Zanten pot mums from their Alva, Florida Farm.
- The combined offering of Syngenta Flowers and Royal Van Zanten pot mums will give growers an unprecedented choice in genetic options for all key markets.

Gilroy, California, USA, May 22, 2019 – Syngenta Flowers, LLC, and Royal Van Zanten today announced a new agreement for the exclusive production, marketing, and sales of their pot mum varieties by Syngenta Flowers in the United States and Canada.

Building on Syngenta's current portfolio as the North American market leader in pot mums, the addition of Dutch-bred genetics from Royal Van Zanten will offer growers an expanded choice in varieties from one trusted supplier. All Syngenta Flowers and Royal Van Zanten varieties will be available through Syngenta's current broker network and supplied from their newly renovated onshore production farm in Alva, Florida. Growers will benefit from combined supply and logistics allowing ease-of-ordering and delivery efficiencies.

"With this partnership we are able to offer growers an even wider range of pot Chrysanthemums and many new exciting introductions in the future. Some of the Chrysanthemum varieties are already known to growers, these varieties will now be available again offering benefits like color retention, compact growth habit and short crop times." said Nico Laan, Sales manager, North America for Royal Van Zanten.

"Syngenta Flowers is excited about our new collaboration with Royal Van Zanten as it contributes to our goal of offering a broad portfolio of innovative genetics, while decreasing complexity. This, combined with best-in-class technical support and quality production, allows us to provide solutions for the success of our grower customers." stated Scott Valentine, Head of Flowers North America.

This new partnership will leverage the product knowledge and services from both companies to give growers a full package of genetics and technical growing support.

This new offering will be on full display during Cultivate 2019. Come visit our booth (2457) in which we will be showing a wide range of both pot mums and garden mums.

About Royal Van Zanten

Royal Van Zanten (founded in 1862 in the Netherlands) has a long and successful track record in the international ornamental horticulture industry, it is a company active in breeding and propagation of Chrysanthemum, Aster, Alstroemeria and Celosia and works together intensively with its partners in the production and supply chain.

For more information about Royal Van Zanten visit www.royalvanzanten.com and Syngenta Flowers www.syngentaflowers-us.com. Join the conversation online – connect with Syngenta at Syngenta-us.com/social.

About Syngenta

Syngenta is one of the world's leading agriculture companies. Our ambition is to help safely feed the world while taking care of the planet. We aim to improve the sustainability, quality and safety of agriculture with world class science and innovative crop solutions. Our technologies enable millions of farmers around the world to make better use of limited agricultural resources. With 28,000 people in more than 90 countries we are working to transform how crops are grown. Through partnerships, collaboration and The Good Growth Plan we are committed to improving farm productivity, rescuing land from degradation, enhancing biodiversity and revitalizing rural communities. To learn more visit www.syngenta.com and www.goodgrowthplan.com. Follow us on Twitter at www.twitter.com/Syngenta and www.twitter.com/SyngentaUS.

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