



NEWS FROM SYNGENTA IN NORTH AMERICA

Syngenta Flowers to sell and market Lazzeri Poinsettia in the US and Canada

- Syngenta to license Lazzeri poinsettia genetics, continuing to enhance its poinsettia portfolio for the North American market.

GILROY, Calif., USA, May 16, 2019 – Syngenta Flowers, LLC, and Lazzeri Societa Agricola A.R.L today announced a new agreement, where Syngenta Flowers will market and sell Lazzeri poinsettia varieties in the United States and Canada.

Lazzeri's strong poinsettia portfolio will enhance Syngenta's offering with a diverse range of red, novelty and truly groundbreaking white varieties.

"Lazzeri is an innovative breeder that aligns with our own core strategy of bringing innovative breeding to our broker and grower customers," said Scott Valentine, head of Syngenta Flowers in North America. "We are excited to have Lazzeri Poinsettia join the Syngenta portfolio and look forward to bringing their genetics to the North American market."

This combined offering brings even more value to the Syngenta poinsettia portfolio, offering an impressive range of genetics that will service growers' unique needs across the U.S. and Canada with best-in-class technical support and a proven track record of quality production. The combination of Lazzeri genetics, along with Syngenta's strong track record of Poinsettia technical knowledge, grower support and high quality production, will bring a comprehensive poinsettia package to the market.

"After 15 years of breeding in poinsettias and over 10 years of experience with our genetics on the European market, we are proud to announce our collaboration for the American and Canadian market with Syngenta," said Andrea Lazzeri, product manager of Lazzeri Società Agricola A.R.L. "Our middle-European breeding is characterized by the easy cultivation for the producers and by the excellent post-sales for the end consumers, offering a complete assortment."

This new offering will become available from Syngenta for the 2020 season and be on full display this fall at all key poinsettia trials across the U.S. and Canada.

About Lazzeri Societa Agricola – Lazzeri is the leading breeder and young plants supplier of ornamental annual flowers in Italy. We have been operating in horticulture since 1927. Our objective is to provide top premium quality products: by breeding new flowers varieties loved by consumers and producers both, by delivering top quality young plants to our professional customers. We are specialists of Poinsettia, Geranium, Petunia, Calibrachoa, Dipladenia, Portulaca and much more. Our offices, research and development are based in Merano, North of Italy. Two production sites, one for mother plants, one for young plants, are in Sabaudia, 100 km South of Rome, where we do have ideal light and climate conditions during the whole year. For more information about Lazzeri visit www.lazzeri-agricola.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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www.syngentaflowers-us.com

www.lazzeri-agricola.com

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