# Syngenta reinforces its presence in Fruit Attraction, to celebrate its 150th anniversary in the sector of horticultural seeds

Syngenta **will be present in a very special way in the IX edition of Fruit Attraction, held at the** IFEMA **in Madrid from 18th to 20th October, as in 2017 marks the 150th Anniversary of the company within the sector producing horticultural seeds. Thus, the company strengthens its presence in the fair with two stands, one in hall 5 (stand 5D05) with all the innovations facing the sector and another in pavilion 9 (stand 9A01E) dedicated to its well-known** Kumato® tomato**.**

In Fruit Attraction 2017, Syngenta will have a main stand in Pavilion 5 **(stand 5D05)**, from which it will present even more novelties than in the past years, and will set up another booth dedicated to its best known product, Kumato® tomato, in the Pavilion 9 **(stand 9A01E).**

> Syngenta returns to the fair with its slogan "Solutions for the whole Agro-Food Chain" framed within its 150th anniversary and its commitment to sustainable agriculture "The

Good Growth Plan"

This year, in addition, will try to surprise with a program of activities very special. The producers will be able to know through them the latest horticultural genetics and innovations, as well as the best solutions for the protection of their crops and for agricultural sustainability.

As for new developments in the tomato segment, Syngenta will present its most tasty tomato varieties, such as the flavor explosion of the Nébula cherry snack, as well as with Ivorino and its electrifying flavor

Its latest innovations will not be lacking in the Kumato® tomato, *where new varieties with greater flavor and for different moments of consumption will be presented.*

**Genetically resistant pepper**

In pepper the new genetics of varieties with several resistances will be presented. These are the varieties of peppers with the greatest genetic coverage against diseases known so far. *Precisely in crop health this year the new technology* Voliam Targo *will be presented to combat the increasing pressure of pests and diseases in greenhouse crops.*

They will call this year special attention from chefs and producers, Monflor broccoli, Brussels sprouts flowery Syngenta or new mini green and white snack cucumbers

In addition to innovation, agricultural sustainability will play a leading role in Fruit Attraction with the presentation of the third year results of the commitment to greater productivity, biodiversity and good practices: The Good Growth Plan.

**About Syngenta**

Syngenta is a leader in the agricultural sector that helps improve global food security, enabling millions of farmers to make better use of available resources. Through first-rate research and innovative farming solutions, our 28,000 employees in more than 90 countries work to transform the way we grow our plants. It maintains a commitment to the recovery of degraded soils, the improvement of biodiversity and the revitalization of rural communities.

Follow Syngenta's activity on youtube https://www.youtube.com/user/SyngentaES

**Source: Syngenta**

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