



Presented by **VITERRA**

MEDIA RELEASE

Syngenta Showcases New Crop Innovations at Canada's Farm Show 2025

For Immediate Release - Regina, Sask. – March 12, 2025 – Syngenta Canada is set to unveil its latest crop protection and biological solutions at **Canada's Farm Show Regina, SK, presented by Viterra**. Syngenta is committed to supporting growers and will highlight innovations designed to increase productivity, enhance crop health and optimize yields ahead of the 2025 growing season.

"Canada's Farm Show is an invaluable opportunity for us to engage with growers at a critical time before seeding," says **Jennifer Maier, Customer Marketing Lead, Syngenta Canada**. "We look forward to connecting with farmers, discussing their challenges and introducing them to solutions that will help them succeed this season and beyond."

Syngenta will showcase three products that are available to Saskatchewan growers for the first time this growing season.

- Axial[®] Maxx is a herbicide that combines market-leading active ingredients, providing convenient and effective broadleaf and grass weed control in cereals.
- Sabatis[™] is a cereal broadleaf herbicide featuring familiar, trusted active ingredients, designed to knock down tough-to-manage broadleaf weeds.
- YieldON[™] is a biostimulant developed to enhance nutrient uptake and sugar transport in wheat and canola when applied at heading/flowering with a planned fungicide application such as Miravis(R) Era in wheat, or Miravis(R) Star in canola, ultimately boosting yield.

To further commemorate the occasion Syngenta will celebrate a significant milestone, the 5th anniversary of Miravis, its flagship fungicide line. Since its introduction in 2020, Miravis has been applied to over 30 million acres by 24,000 farmers across Canada*. To mark the occasion and thank early adopters of this innovative technology, Syngenta will host a special celebration on Tuesday afternoon, where visitors can enjoy birthday cupcakes and connect with the team.

"Syngenta's presence at Canada's Farm Show creates a one-stop shop for growers as they gear up for the upcoming season," says **Carla Vipond, show director of Canada's Farm Show**. "We are excited to see how their new solutions will benefit farmers and look forward to welcoming them to this year's show."

Beyond showcasing its latest products, Syngenta remains committed to delivering a high level of service and agronomic expertise year-round. The company encourages growers to take advantage of its agronomy team, seed treatment specialists and other resources to make informed decisions throughout the growing season.

“We recognize that farming is complex, and every season brings new challenges,” adds Maier. “While we can’t be on every farm, trade shows like this allow us to have those valuable one-on-one conversations. Whether it’s about crops, weather, or even hockey, we’re here to listen, support and collaborate with farmers to help them succeed.”

Visit Syngenta at Booth 11133 in the Viterra International Trade Centre from March 18 to 20, 2025 at Canada’s Farm Show. For more information on Syngenta’s offerings, visit www.syngenta.ca.

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About Syngenta Canada

Syngenta Canada is a leading provider of agricultural solutions, committed to helping growers maximize their potential through advanced crop protection, seed technologies and digital tools. With a focus on innovation and sustainability, Syngenta delivers practical, science-backed solutions to meet the evolving needs of Canadian farmers. Learn more at www.syngenta.ca.

*Based on reported on the ground (OTG) sales

Always read and follow label directions. Axial[®], Sabatis[™] and YieldON[™] are trademarks of a Syngenta Group Company.

About Canada’s Farm Show Regina, SK, presented by Viterra

Canada’s Farm Show (CFS) is an annual event that brings farmers, exhibitors, and partners together to kick off the growing season. Featuring hands-on learning opportunities, a vast trade show and engaging entertainment, the event provides a platform to explore new products, innovations, and strategies for success. Grow Starts Here, March 18-20, 2025. Learn more at canadasfarmshowreginask.ca.

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