

# Syngenta

## Project Catalyst Major Sponsor

Mike Mack, CEO  
Peter Arkle, Head of Corporate Affairs - Australasia

### Why are you interested in innovation in agriculture & how important do you believe innovation is for the future of this sector?

With strong demand growth for Australian sugar around the world, and a growing focus on agricultural sustainability including under BONSUCRO, innovation will be crucial in allowing Australian growers to capture emerging opportunities and to prosper in the years ahead.

Syngenta is a global leader in grower-focused innovation, investing over US\$1.4billion in agricultural research and development annually. In Australia, we are focused on leveraging the best of our global biotechnology and crop protection innovations to deliver crop solutions that enable growers to better manage risk, improve farm productivity and to realise their crop's potential.

Building on a strong portfolio of cane solutions including GRAMOXONE, DUAL GOLD, GESAPRIM, KRISMAT and MODDUS, we are excited to be launching new and innovative herbicide chemistry into the Australian market in the near future, that will offer Australian canegrowers new control options.

Innovation, and a deep commitment to product stewardship and sustainability will be essential in ensuring the future success of the Australian cane industry. Syngenta looks forward to partnering with growers, including through Project Catalyst, to help realise the exciting opportunities that await this great sector of Australian agriculture.



Peter Arkle,  
Syngenta



Project Catalyst farmer Tony Bugeja (left) with Chris Dench, Belinda Billing (Reef Catchments) and Sarah Iddles (Syngenta).

### Why have you chosen to be involved in Project Catalyst and what benefits do you perceive?

Syngenta has recently come on-board as a Project Catalyst partner, and we are truly excited about the opportunities that await.

We are proud to be a global leader in grower-focused innovation – however we also recognise that innovation only matters when it is taken up on-farm to drive productivity, enhance sustainability and improve grower returns.

Project Catalyst brings together leading growers, with the support of a wider network of like-minded partners, to encourage innovation to enhance water quality in GBR catchments, while also encouraging efficient, productive and profitable farming. It is this triple bottom line approach that makes Catalyst unique.

We have recently outlined our commitment to driving sustainable agriculture globally through the Good Growth Plan. The Good Growth Plan incorporates six commitments, outlining how we, with the support of partners, will drive sustainable agriculture and help address critical challenge the world faces in feeding a growing population through to 2020.

We look forward to exploring how our partnership with Project Catalyst can align with the wider goals of the Good Growth Plan. It is through initiatives such as Project Catalyst, and the Good Growth Plan, that we can demonstrate the sustainability of modern agriculture, secure our social licence, and realise the market opportunities that will await growers in the years ahead.

