

## Growing More From Less: Meeting the 21st Century's Water Challenge

(NAPSA)—Water, at least in the forms we need for human health, economic growth, industrial manufacturing and farming, is scarce and growing scarcer. Water is one of the greatest limiting factors in the world's ability to feed a growing population and among the most critical inputs in growing a successful crop. For farmers, it may also be the most variable and unpredictable.

As an industry leader in water optimization—or, helping crops use available water more effectively—Syngenta is helping farmers rethink water, with technologies that enable them to grow more from less.

Corn hybrids that optimize the conversion of water to grain represent an important opportunity for agriculture, especially given that weather variability affects farmers, to some degree, every year. Developed by Syngenta, Agrisure Artesian® corn hybrids are built with scientifically selected genes that provide the crop with multiple modes of action for season-long water optimization, helping farmers manage gaps in rainfall that may occur throughout the season.

A decade ago, when Syngenta researchers first embarked upon a journey to develop water-optimized corn hybrids, they did so with the understanding that a successful outcome would require a sophisticated understanding of how water stress affects corn at the gene level. In developing Artesian™ corn hybrids, Syngenta employs a unique scientific process to select, validate and deploy natural corn genes that help the plant optimize water. The advantage of this approach is that Artesian corn hybrids carry elite genetics that respond to water stress in multiple ways. Farmers



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have experienced firsthand what Syngenta research has validated: Artesian hybrids maximize yield when it rains and increase yield when it doesn't.

Irrigation management represents another significant opportunity for agriculture. What began as an ambitious concept—to help farmers grow more corn with less irrigation—is now a reality on farms across the Corn Belt. In an effort to help irrigated corn growers make the most of their available water, Syngenta and Lindsay Corporation developed Water+™ Intelligent Irrigation Platform, an integrated solution that enables growers to grow more corn with up to 25 percent less irrigation than other programs.

While water will always be top-of-mind for growers, tools like Artesian corn hybrids and Water+ Intelligent Irrigation Platform are helping them manage their available water in revolutionary ways.