

EAT YOUR VEGETABLES

ALTHOUGH NUTRITIONISTS SAY YOU SHOULD FILL HALF YOUR PLATE WITH FRUITS AND VEGETABLES, IF YOU'RE LIKE MOST AMERICANS, YOU DON'T. RISING TO THE CHALLENGE OF MAKING EATING VEGETABLES TASTIER AND MORE CONVENIENT ARE SEED COMPANIES. BY COMBINING CONSUMER RESEARCH AND A DEEP UNDERSTANDING OF EVERYONE'S NEEDS, FROM FIELD TO FORK, SEED COMPANIES SUCH AS SYNGENTA HELP INCREASE VEGETABLE CONSUMPTION THROUGH PLANT BREEDING PRACTICES DESIGNED TO MAKE VEGETABLES TASTIER AND MORE CONVENIENT TO CONSUME. AND THAT CAN MEAN MORE AMERICANS WILL EAT THEIR VEGETABLES.