Accelerate Innovation for Sustainable Farming

Practical solutions for smart farmers

Chris Chen
Head of Digital Transformation, APAC

Classification: PUBLIC

The Good Growth Plan – Our commitments & goals till 2025

Accelerate innovation for farmers and nature

Strive for carbon neutral agriculture

Help people stay safe and healthy

Partnering for impact

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Syngenta Principles of Sustainable and Responsible Agriculture are at the core of everything we do

We work closely with our partners and stakeholders to deliver on the principles and are dedicating **$2 billion over 5 years** to **sustainable agriculture**

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Syngenta Supports Vietnam's Strategy for Sustainable Agriculture and Rural development

⇒**Smart Farmers**
⇒**Achieve more with less**

Syngenta will accelerate our innovation to help farmers become more sustainable, improve their resilience to climate change, while increasing their opportunities to access global markets.

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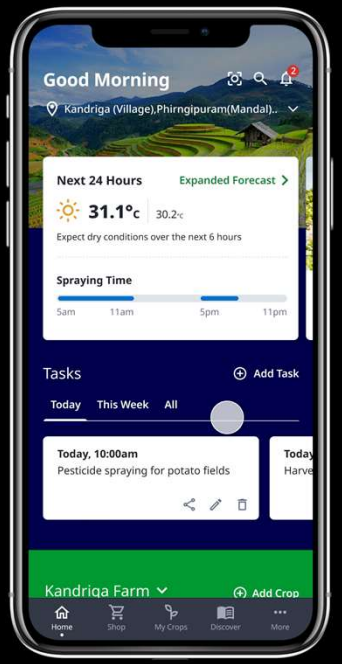
Cropwise Grower Mobile Application For Farmers

The result of 12 months of workshops, interviews and user centered design



Cropwise Grower

"Allowing farmers to grow more sustainably, increase yields and improve profitability"

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AMIT

Smallholder Farmer

PREPARATION AND PLANNING

PROCURE INPUTS

PLANTING

CROP MAINTENANCE

HARVESTING

STORAGE / SELL / DELIVERY

PAIN POINT
WEATHER INSIGHTS

PAIN POINT
ACCESS TO FINANCE

PAIN POINT
ACCESS TO CROP PROTECTION

PAIN POINT
MARKET CONNECTION

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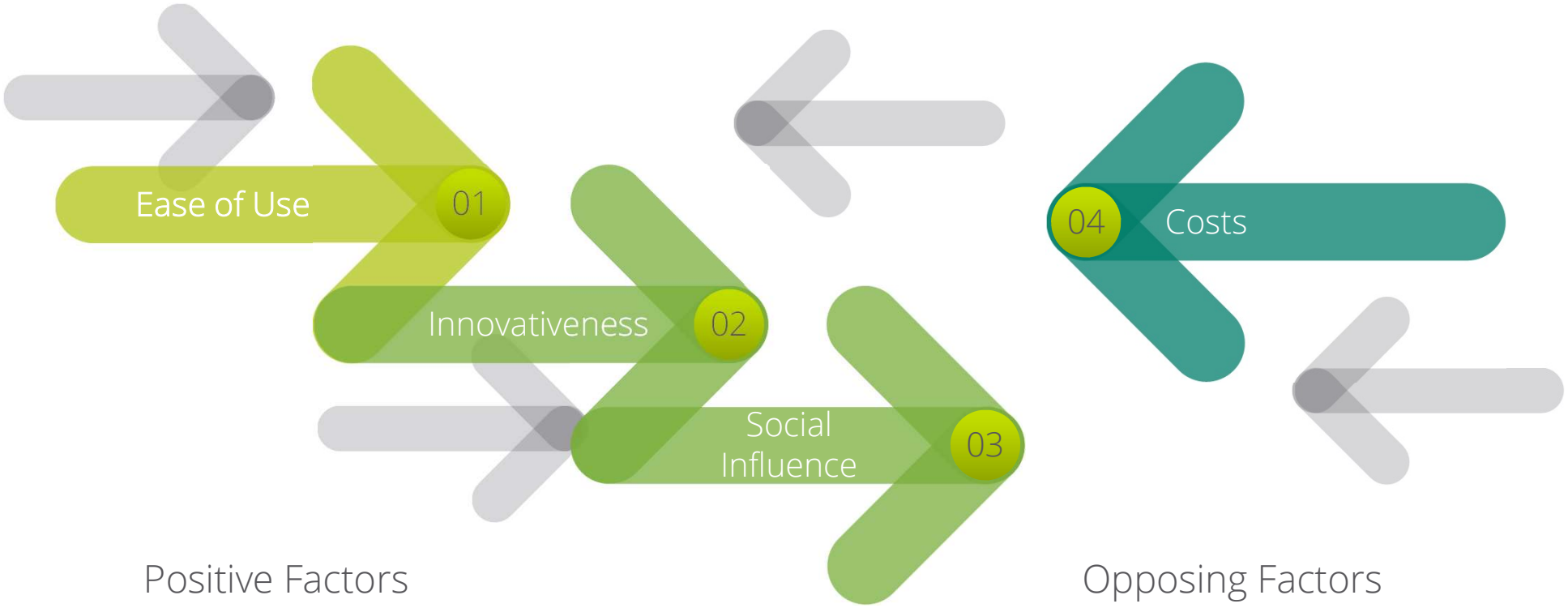
Factors Affecting Adoption of Mobile Apps for Farmers



Reference: Diaz et al. (2021, October) Factors affecting farmers' willingness to adopt a mobile app in the marketing of bamboo products.

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Cropwise mobile app will be tailored to Vietnamese farmer needs

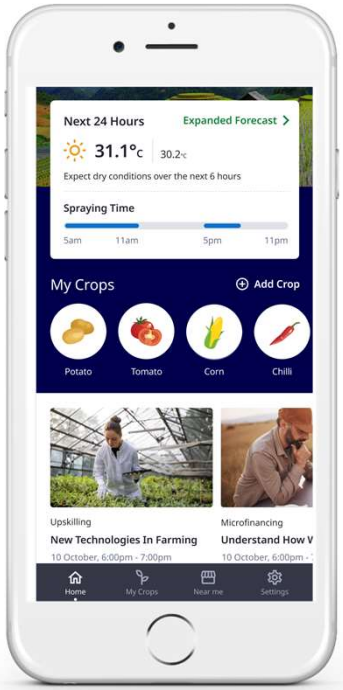
Select Variety

Select Crop Protection

Weather information

Earn /Redeem Points

Today's Market Prices



Agronomy Practices

Discover / Knowledge

Chat with Expert/P2P

Near me

Next Spray information

Live session

Training & Sustainability

Grower Testimonials

Retailers

E-Commerce

Nurseries

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Cropwise allows for new functionality and partners to be added over time

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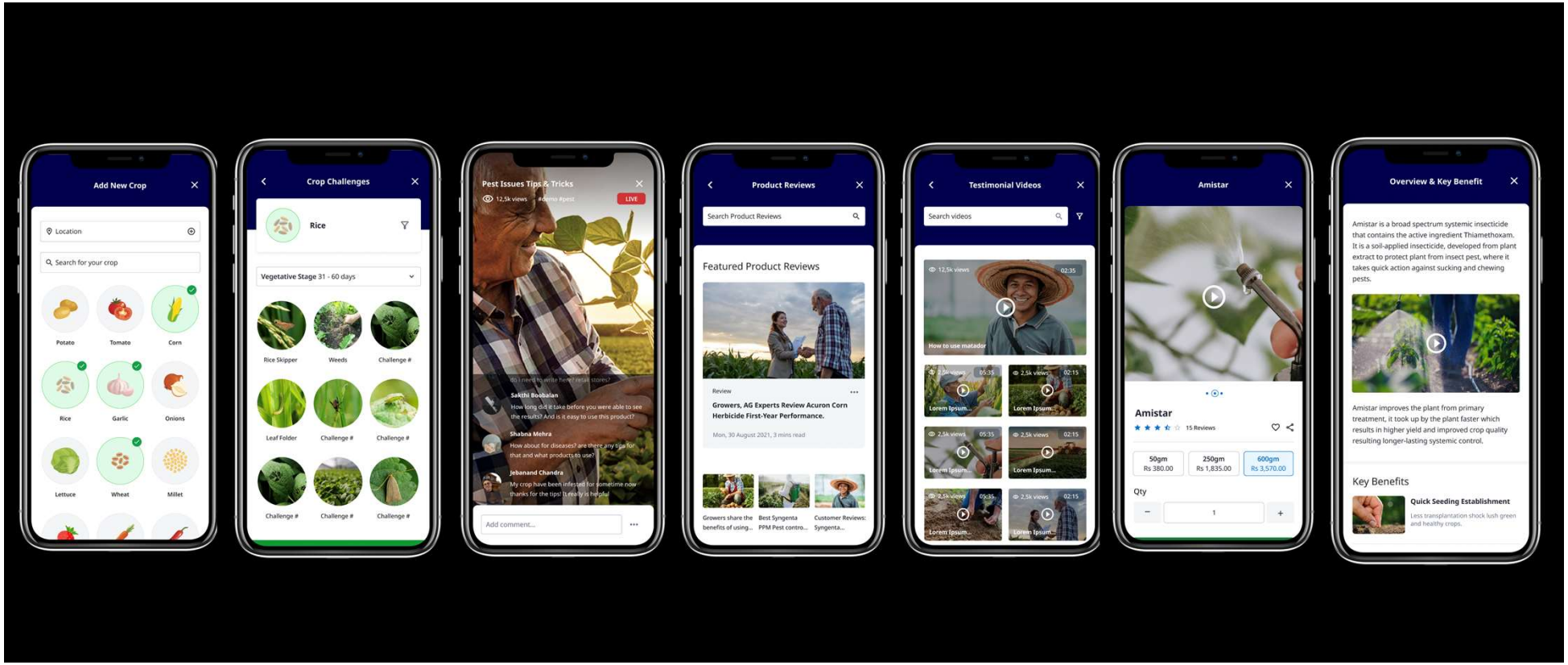
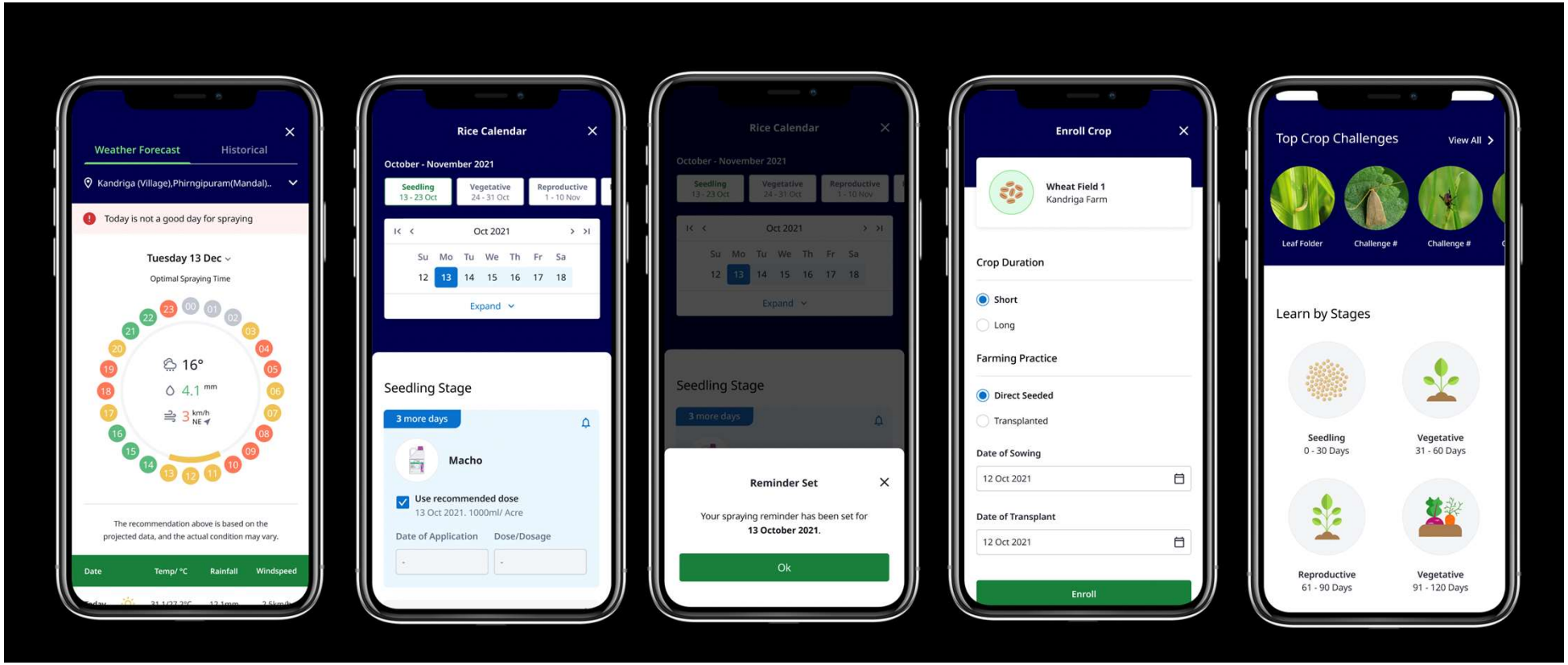
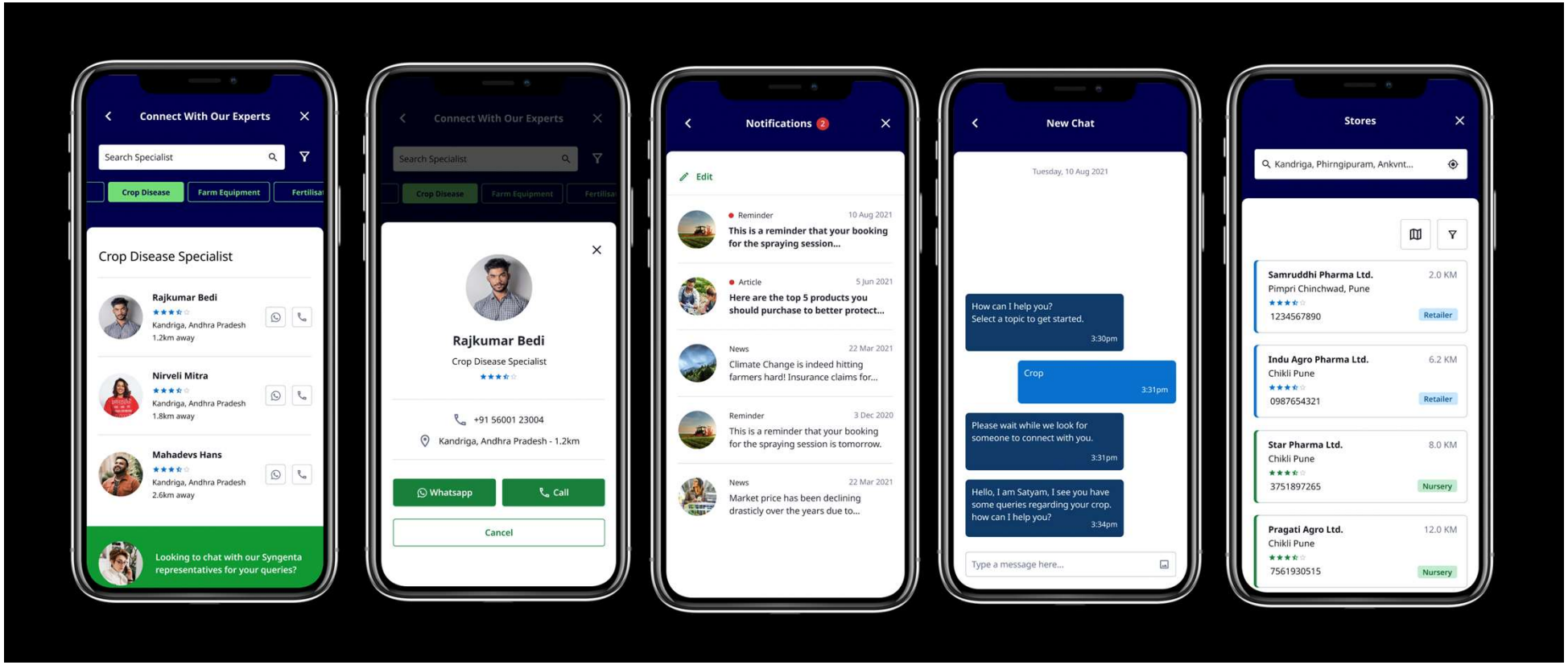
Relevant content will help Vietnamese farmers make better decisions



Cropwise delivers the right message, at the right time, to the right farmer



Vietnamese farmers can connect directly with Syngenta for advice



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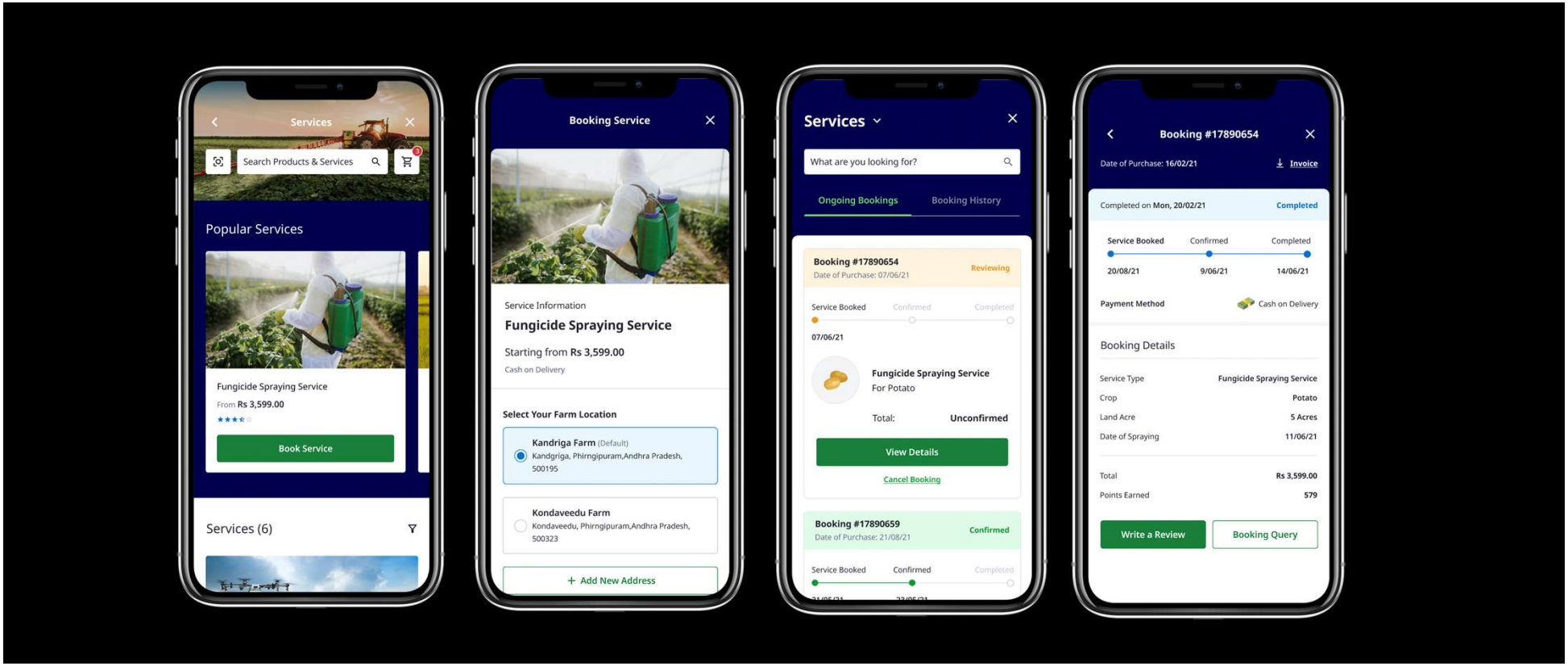
Partners will be selected to provide relevant solutions to our farmers



Call for Partnership

IFC
To provide expertise, education and communication

MARD
To guide, advise for localization and endorsement for rolling out to Vietnamese Farmers

Other Partners
To provide services, agronomic content, amplification and endorsement

Classification: PUBLIC