



# Giving Back to Agriculture

REPORT 2015





# Giving Back to Agriculture Report 2015



## The 2015 Giving Back to Agriculture® Report

outlines the support Syngenta provides to organizations that are building a strong future for Canadian agriculture, together with our commitment to rural communities and hunger-relief initiatives in Canada. We are uniquely positioned within our industry to make a significant impact. We recognize our responsibility to make meaningful contributions, and view giving back as an opportunity to demonstrate our values. We are proud of our actions to help secure the vibrancy of agriculture in Canada. Syngenta is pleased to partner with organizations who share our vision of a successful, sustainable industry of strong communities and empowered individuals.

Harnessing the power of plants requires technology and innovation; but it also requires more. A holistic approach is key. Seizing and creating opportunities to give back, focusing on solutions, and collaborating with others are tenets that have guided our efforts.

## This report focuses on our five main areas of giving:

Agricultural Science and Leadership  
Agricultural Sustainability  
Agricultural Stewardship  
Hunger and Nutrition  
Rural Communities

In 2005, Syngenta became a registered Caring Company with Imagine Canada, Canada's champion for corporate social responsibility and its oldest leading corporate citizenship initiative. By becoming a Caring Company, Syngenta has made a commitment to contribute to the vitality of Canadian charitable organizations and to the vibrancy of communities.

[www.imaginecanada.ca](http://www.imaginecanada.ca)

# Letter from the President



**In 2015, Syngenta marked a significant milestone. We celebrated our 15th anniversary as a company.** As our heritage extends into the future, we reflect on the progress we have made and the possibilities 2016 and beyond represent. While the history of our legacy companies goes back much farther than fifteen years, we are very proud of the contributions we have made to Canadian agriculture over the course of these last several years. Our awareness of the unique opportunity we have to stimulate and support positive change is a defining characteristic of who we are. Translating that awareness into action is our responsibility.

Over the last fifteen years, we have grown our Giving Back to Agriculture program from a few founding partnerships to include nearly 200 organizations across the country that are making important contributions to Canadian agriculture and our rural communities. This growth points to both the breadth and depth of industry, as well as our desire to give back and contribute in many different ways.

We will continue to invest in programs and partnerships that make a difference in agriculture and rural Canada, where many of our employees, customers, and partners live and work.

An important complement to our Giving Back to Agriculture program is The Good Growth Plan, which is addressing some of our most significant global food security challenges through six specific commitments. Enhancing the sustainability and vitality of our industry and rural communities, and empowering individuals, are at the heart of this initiative. You can find out more about our Giving Back to Agriculture program and The Good Growth Plan within the pages of this report or by visiting [www.syngenta.ca/commitments](http://www.syngenta.ca/commitments).

Jay Bradshaw  
President  
Syngenta Canada Inc.



# Agricultural Science and Leadership



As our industry continues to evolve, developing a path forward for the next generation is essential. With less than two percent of the population in Canada coming from an agricultural background, we need to share the importance of farming and the bio-economy now more than ever.

Because education and knowledge are imperative to the future of our industry, agricultural science and leadership is a primary focus for Syngenta. Knowledge is the foundation of empowerment, technological and scientific breakthroughs, and advancement. We are committed to proactively facilitating, encouraging and recognizing continual learning, awareness, and research that are central to meeting the challenges agriculture faces.



## **In 2015, Syngenta provided scholarships and awards in agriculture and agricultural sustainability through the following academic institutions in Canada:**

Ph.D. Sustainable Agriculture Scholarship (two awards) at the University of Guelph, Ontario Agricultural College

Ph.D. Sustainable Agriculture Scholarship at the University of Alberta, Faculty of Agricultural, Life and Environmental Sciences

M.Sc. Sustainable Agriculture Scholarship at the University of Manitoba, Faculty of Agricultural and Food Sciences

M.Sc. Sustainable Agriculture Scholarship at Dalhousie University, Faculty of Agriculture

M.Sc. Sustainable Agriculture Scholarship at the University of Saskatchewan, College of Agriculture and Bioresources

B.Sc. Scholarship at the University of McGill, Macdonald College, Faculty of Agricultural and Environmental Sciences

B.Sc. Scholarship at l'Université Laval, Faculty of Agricultural and Food Sciences

B.Sc. Syngenta Maritime Pest Management Bursary (two awards) through the Faculty of Agriculture at Dalhousie University

B.Sc. Syngenta Achievement Award at the University of Saskatchewan, recognizing outstanding agricultural academic achievement

B.Sc. Syngenta Achievement Award at the University of Manitoba, recognizing outstanding agricultural academic achievement

B.Sc. Scholarship at the University of Lethbridge, Faculty of Arts and Science

B.Sc. Bursary at Olds College (two awards), for students enrolled in the Agricultural Management program as a production major and returning to the farm

# Agricultural Science and Leadership

One of the 2015 recipients of the Syngenta Ph.D. Sustainable Agriculture Scholarship at the University of Guelph, Cora Loucks, Ph.D. Candidate, Crop Protection Systems, shared how support from Syngenta has impacted her studies:

*"My current research focuses on improving sustainable agricultural strategies including complex crop rotations and cover crops. My future goals in the agriculture and agri-food industry include research and development in agronomy to help create sustainable and resilient cropping systems. Scholarship funding has allowed me to focus on my studies without worrying about the financial aspects of school. Additionally, it has allowed me to travel to influential meetings and provided other opportunities for research promotion and networking."*

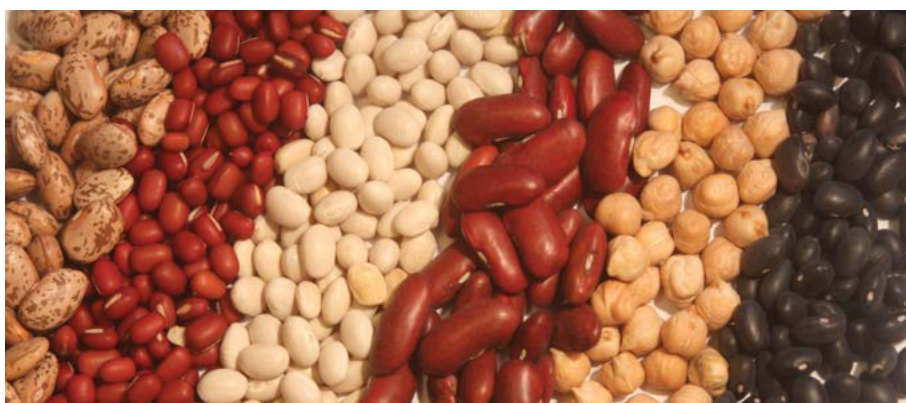


## Syngenta Graduate Research Award in Pulse Production

The Syngenta Graduate Research Award in Pulse Production was awarded to a Ph.D. student at the University of Saskatchewan in 2015. We are pleased to provide support to the student, whose research aims to improve pulse quality or yield. Enhancing the efficiency and quality of crops is central to what we do at Syngenta. Since its inception in 2013, Syngenta has provided year-long support to one student annually via the Syngenta Graduate Research Award in Pulse Production. 2015 marks the final year of this program.

## Advanced Agricultural Leadership Program (AALP)

Syngenta also supports agricultural leadership programs. In 2015, we celebrated our 15th year of support for the Advanced Agricultural Leadership Program (AALP). To develop their leadership potential, participants spend 18 months increasing their knowledge of the agri-food sector, and gain new perspectives on critical issues the industry faces to help enhance Canadian agriculture. Syngenta was a Champion level sponsor of AALP in 2015, and supports a Syngenta employee in the current AALP class. Another Syngenta employee is an alumnus of the program in the Maritimes, and chairs the Atlantic Agricultural Leadership Program's board of directors.





# Agricultural Science and Leadership



## Agriculture in the Classroom (AITC) / Ontario Agri-Food Education (OAFE)

Our commitment to agricultural leadership includes engaging youth. Syngenta works with Agriculture in the Classroom (AITC)/ Ontario Agri-Food Education (OAFE) who share a mission to assist learners and educators, and increase awareness and understanding of the complexities and importance of agriculture. Their efforts support the development of informed opinions related to food, the environment, and agricultural practices. In 2015, Syngenta participated in a classroom-based event for Canadian Agriculture Literacy Week, to engage with students on the subject of plant biotechnology. Syngenta is grateful for the opportunity to collaborate with AITC and OAFE to encourage interest and curiosity in, and appreciation for, agriculture in tomorrow's leaders.

Bryan Briggs, Syngenta Seedcare Account Manager, is a regular contributor to AITC Saskatchewan. He explains the importance of supporting agricultural education and awareness programs aimed at engaging Canadian youth:

*"AITC works to develop practical, science-based resources that can easily be used by educators in the school system. During the development of the resources, AITC works with professionals within the agriculture community. AITC also links us to classrooms in our communities that are looking for guests to speak about agriculture. Students and teachers really appreciate our specialized knowledge. Many of the classrooms I have visited in the past few years, during Ag Literacy Week, had very few students that are from a farm. Within the classrooms there is hunger for the information we share."*

# Agricultural Science and Leadership



In 2015, Syngenta also supported AITC organizations in the Prairie provinces through a Twitter campaign highlighting how canola and soybeans are grown, using fictional [@SamSoybean](#) and [@CamCanola](#) characters. The campaign aimed to help a new audience better understand the development journey from seed to mature crop, making this aspect of agricultural production more accessible. As part of the program, Syngenta donated one dollar to AITC organizations for every Twitter follower earned during the campaign. A total of \$5,000 was donated to provincial AITC organizations across the Prairies in support of student-focused education.

Syngenta is also a proud founding partner of AITC-Canada, providing them with resources to support the establishment of a new national organization. In 2015, AITC-Canada launched its nation-wide programming.

## Scientists in School

Syngenta supported Scientists in School (SIS), which provides active learning programs in science and technology for elementary school classrooms. The mission of SIS is to ignite scientific curiosity within children during their most formative years, and help stimulate more engagement with, and enthusiasm for, science, technology, engineering and math. During the 2014-2015 school year, SIS investigative workshops brought science to life for more than 600,000 elementary school students in Ontario and Alberta, encouraging future careers in science-related fields.

## Canadian 4-H Council

Our interest in inspiring and educating youth is also made possible through our ongoing collaboration with the Canadian 4-H Council. This not-for-profit, community-based organization develops life skills related to citizenship, leadership, cooperation, responsibility, and independence in Canadian youth. Created in 1933 to oversee program development in Canada, 4-H Canada is active in rural communities that are driven by agriculture and natural resources.

Syngenta is a member of the Canadian 4-H Council and partner in the *Proud to Bee a 4-H'er* educational program. From coast to coast, 4-H'ers in the program have an opportunity to learn about the important role of Canada's pollinators.

## 4-H Ontario

Since 2004, Syngenta has partnered with 4-H Ontario to recognize the outstanding contributions of its volunteers. During this time, 46 volunteers have received the Syngenta 4-H Ontario Arbor Award in recognition of their dedication and service in delivering valuable 4-H programming to their communities.

In 2015, 4-H Ontario celebrated its centennial, with Syngenta as a supporter of the celebrations.

## Canadian Agricultural Hall of Fame

In addition to supporting educational and leadership initiatives and events, Syngenta also understands the importance of recognizing the achievements and contributions of our industry's leaders. The Canadian Agricultural Hall of Fame honours exceptional Canadians for a lifetime of leadership in the agriculture industry. Syngenta is a member, and provides volunteer support to the national website ([www.cahfa.ca](http://www.cahfa.ca)) and annual induction banquet.



# Agricultural Science and Leadership



## Canadian Golf Superintendents Association

In 2015, Syngenta also supported the Canadian Golf Superintendents Association National Conference Educational Program. The association organizes conferences, educational seminars, and maintains the industry's Environmental Management Resource Manual for its members.

## Additional educational opportunities were supported through regional golf and turf associations, including:

Alberta Golf Superintendents Association Annual Conference

Atlantic Golf Superintendents Association Annual Conference

Greater London Area Golf Superintendents

Kent Essex Greenkeepers Society

Ontario Golf Superintendents Association Annual Conference

Ottawa Valley Turfgrass Association

Quebec Golf Superintendents Association

Western Canada Turfgrass Association

Western Ontario Golf Superintendents Association

## GrowCanada Conference

In 2015, Syngenta sponsored the keynote speaker at the annual GrowCanada Conference in Calgary, Alberta. The conference explored how Canadian agriculture continues to drive innovation to help address the world's most pressing challenges, while remaining competitive in international markets.

## Several other organizations and symposia were supported by Syngenta in 2015, including:

Alfalfa Seed and Leafcutter Bee Conference

Canadian Weed Science Society Annual Meeting

Central Ontario Diagnostic Days

Entomological Society of Canada Annual Meeting

Farm and Food Care Ontario

Farm Smart – Agricultural Conference

FarmTech

Herbicide Resistance Summit

Life Sciences Ontario

London Farm Show

Manitoba Pulse Days

Olds College Turf Team

Ontario Agricultural College Soil & Crop Club

Ontario Agricultural College Weeds Team

Ontario Certified Crop Advisor Program and Awards

Ontario Diagnostic Days

Plant Pathology Society of Alberta

PolyMac 2015

Society of Environmental Toxicology and Chemistry

Society of Toxicology of Canada Conference

University of Guelph Turf Team


University of Waterloo Engineering Science Quest

## Canola Industry Meeting

Syngenta supported the 2015 Canola Industry Meeting and Genomics Workshop in Saskatchewan. Here researchers and industry experts gathered to address the latest developments in the canola industry and recent developments in canola genomics.



# Agricultural Sustainability



Feeding a global population with finite resources puts a premium on sustainability within our industry. A challenge of this size and scope requires collaboration at all levels. Syngenta is proud of the partnerships forged, and initiatives supported, that help ensure the continued success of agriculture.

To be sustainable, agriculture must create economic value and contribute to healthy ecosystems and strong communities. Syngenta recognizes the impact of farming and works closely with farmers and other stakeholders on a range of initiatives to advance the sustainability of Canadian agriculture.



## Ag For Life Young Farm Workers Safety Day

Education about safety for growers and those who live and work on farms is essential. Through education and training, we aim to help reduce on-farm injury. In this spirit, Syngenta is supporting the 2015-2016 Ag For Life Young Farm Workers Safety Day programming in Alberta. These hands-on workshops deliver farm safety training to students in grades 9-12. Participants take part in interactive sessions about the risks associated with rural and farm environments. Syngenta delivers the module on crop protection safety.



## Canadian Agricultural Safety Association

Syngenta is also a member of the Canadian Agricultural Safety Association (CASA), whose mission is to improve the health and safety conditions of those who live or work on Canadian farms. CASA and Syngenta partnered to develop a series of educational tools about personal protective equipment used to support the safe use of pesticide products. This collaboration included creating the “Dress for Success” safety video that outlines how to effectively use personal protective equipment when handling pesticides. Created for producers, farm workers, and the general public, the safety video also explains how to read and interpret pesticide product label warnings.



# Agricultural Sustainability



## Advancing Women in Agriculture

Syngenta recognizes that truly empowered communities are ones whose members are equally represented, recognized and supported within our industry. In 2015, Syngenta supported two Advancing Women in Agriculture conferences held in Calgary, Alberta, and Toronto, Ontario. Both conferences promoted leadership skills for women in the agricultural industry and sought to inspire attendees. Syngenta spoke about The Good Growth Plan ([see page 14](#)) and the critically important role women in play in global agricultural communities, including in the developing world.

Organizer of the Advancing Women in Agriculture conferences, Iris Meck, elaborates on some of the unique challenges women in our industry face:

*"Women around the world, particularly in developing countries, contribute significantly to the production of crops and food. Often, though, their contribution is unrecognized or minimized. In some cases, women work within policies and guidelines that discriminate based on their gender. In working with women in Peru, I see firsthand how a helping hand to women can benefit an individual, family, and community and take them from a life of poverty to one where they can become part of the economy. We appreciate the important work that Syngenta is doing with The Good Growth Plan, especially in the area of striving for fair labour conditions throughout the supply chain."*



# Agricultural Sustainability



## Canadian Federation of Agriculture

Syngenta is a partner with organizations and associations representing our industry, at both national and provincial levels. Syngenta is a Corporate Leader with the Canadian Federation of Agriculture (CFA), Canada's national general farm organization representing provincial farm organizations and commodity groups. Formed in 1935, the CFA represents over 200,000 Canadian farmers and farm families from coast to coast, speaking on behalf of their needs and interests.

## Canadian Seed Trade Association

Syngenta is a member and supporter of the Canadian Seed Trade Association (CSTA). We have one Syngenta employee on the board of directors, and several other employees are active on various Association committees. The CSTA represents approximately 130 Canadian seed companies engaged in seed research, production, and marketing and trade, both domestically and internationally. Syngenta also supports the annual meeting.

## Canola Council of Canada

Syngenta is a member of Canola Council of Canada (CCC), an organization which links the Canadian value chain together to advance the canola industry's growth and outlook. CCC members include canola growers, crop input suppliers, grain handling companies, exporters, processors, food and feed manufacturers, and governments.

## Canadian Horticultural Council

Syngenta is a member of the Canadian Horticultural Council (CHC) and sponsor of their annual meeting. CHC has represented the Canadian fruit and vegetable industry since 1922, and brings a national voice to needs in research and technology, trade and industry standards, finance and human resources.

Syngenta is also supporting the Canadian Horticultural Council Legacy Initiative, which sees the association working to build a more innovative, sustainable, and profitable horticultural industry for future generations. The Legacy Initiative culminates on the CHC centennial in 2022.

# Agricultural Sustainability



## Cereals Canada

Established in 2013, Cereals Canada is a national, not-for-profit, multi-stakeholder, and multi-commodity organization focused on enhancing the domestic and international competitiveness of Canadian cereals by supporting research and market development. Its aim is to ensure a profitable and vibrant future for all links in the value chain. Syngenta is a founding member and supporter of Cereals Canada, and the Syngenta Canada president sits on the board of directors.

## Grain Farmers of Ontario

In 2015, Syngenta supported the Grain Farmers of Ontario (GFO) March Classic, the largest grain-focused conference in Eastern Canada for Ontario's 28,000 corn, soybean, and wheat growers. The event explored fresh perspectives on promoting grains with consumers, the role of science within agriculture, and the influence of public perception and politics on agriculture. Syngenta has also partnered with GFO on research projects related to production agriculture in the province.

## Grain Growers of Canada

Grain Growers of Canada (GGC) is an umbrella organization for 14 provincial and regional grower groups from across the country involved in the grain, pulse, and oilseed sectors.

Syngenta is a member of the GGC Corporate Affiliate Program, which helps GGC ensure that agricultural policy remains forward looking and market-driven, allowing the sector to thrive.

## Innovative Farmers Association of Ontario

Syngenta supports the Innovative Farmers Association of Ontario, which is involved in the development and adoption of innovative, practical technologies that are environmentally sound and financially feasible. Its mandate includes promoting sustainable crop production by promoting soil conservation.

## Soy Canada

Soy Canada is a national industry organization focused on driving growth, supporting progress, and increasing the profile of Canadian soybeans for a global market. Syngenta is a member of this group committed to representing every part of the soybean supply chain. A Syngenta employee sits on the board of directors of the organization.

## Western Barley Growers Association

The Western Barley Growers Association (WBGA) is the voice for Western Canada's market-responsive barley industry, bringing unified representation to the industry. The WBGA is committed to providing barley producers in Western Canada with freedom of choice, self-reliance, and personal initiative. Syngenta supports the WBGA annual meeting.



# Agricultural Sustainability



## Western Canadian Wheat Growers Association

Syngenta is a long-term supporter of the Western Canadian Wheat Growers Association (WCWGA). The WCWGA is dedicated to creating a policy environment that improves the profitability and sustainability of farming and the agricultural industry as a whole.



## Syngenta also supported the following organizations that contribute to the sustainability of Canadian agriculture:

Ag Expo Seed Fair

Alberta Barley

Alberta Pulse Growers Zone 1 Meeting

Alberta Seed Growers' Association

Canada Grains Council

Canadian Aerial Applicators Association

Canadian Agri-Marketing Association

Canadian Association of Agri-Retailers

Canadian Farm Writers' Federation

Canadian Malting Barley Technical Centre Annual Conference

Canadian Seed Growers' Association

Crop Connect Conference

Emerge Agro Women's Conference

Manitoba Conservation Districts Association

Manitoba Potato Production Days

Bleuets NB Blueberries

New Brunswick Soil & Crop Improvement Association

Ontario Agri-Food Technologies

Ontario Fruit & Vegetable Growers' Association

Ontario Potato Board

Peak of the Market

Potato Growers of Alberta

Potato Marketing Organization of North America

Pulse Days

Saskatchewan Pulse Growers

West Central Ag Outlook Day

# The Good Growth Plan

One of the planet's greatest challenges is the need to enhance food security for a rapidly growing population from increasingly scarce resources. Addressing this challenge requires every hectare of land already under cultivation to produce to its fullest potential.

Launched in late 2013, The Good Growth Plan focuses on six important commitments that Syngenta is making to help address major food security and sustainability challenges by 2020. We have established specific, measurable targets to guide our efforts in this critical endeavour.

Ultimately, we seek to generate more food and less waste, stimulate more biodiversity and less degradation, and see more health and less poverty within our communities. Protecting the planet's biodiversity while rejuvenating ecosystems, and delivering profitable returns for farmers to strengthen rural communities are fundamental to achieving improved sustainability and food security.



## Make crops more efficient

Increase average productivity of the world's major crops by 20% without using more land, water or inputs



## Rescue more farmland

Improve the fertility of 10 million hectares of farmland on the brink of degradation



## Help biodiversity flourish

Enhance the biodiversity on 5 million hectares of farmland



## Empower smallholders

Reach 20 million smallholders and enable them to increase productivity by 50%



## Help people stay safe

Train 20 million farm workers on labour safety, especially in developing countries



## Look after every worker

Strive for fair labour conditions throughout our entire supply chain network

One planet. Six commitments.



Learn more about some of our Canadian Good Growth Plan projects and initiatives on page 9, 15, 17, 20.

[www.goodgrowthplan.com](http://www.goodgrowthplan.com)

the  
good  
growth  
plan



# Agricultural Stewardship

Canadian farmers are responsible stewards of the land. Syngenta supports responsible food production, including the use of its products together with other initiatives that contribute to on-farm stewardship.

There are many components of stewardship, and environmental maintenance, restoration, and enhancement are among the most important. We support ongoing activities focused on enhancing wildlife and pollinator habitats to help sustain and enhance ecosystems and agricultural landscapes.

## Fondation de la faune du Québec



In partnership with l'Union des producteurs agricoles (the Union of Agricultural Producers), Fondation de la faune du Québec is delivering a program for habitat management to improve biodiversity along rivers and streams in agricultural environments. Much of our agricultural stewardship efforts centre on preserving and enhancing biodiversity, and we are pleased to support a multi-year biodiversity initiative within this joint program. The individual projects within this program seek to promote conservation and enhance wildlife and pollinator habitats in Quebec farming communities.





# Agricultural Stewardship



## Operation Pollinator

The mandate of the Operation Pollinator program is to support activities that enhance biodiversity, habitat and other practical initiatives that contribute to healthy pollinator populations. Operation Pollinator originated in the United Kingdom and has since been expanded to several countries around the world. It includes both on-farm and off-farm components. Here in Canada, Operation Pollinator has three focus areas: research, golf, and education and outreach.

Research is vital to maximizing the impact of the program over the long-term. For example, Syngenta and Dalhousie University, together with the Natural Sciences and Engineering Research Council of Canada, have partnered on an innovative research project to increase bee populations and blueberry yields in the Maritime provinces. This work has been extended beyond 2015.

In 2015, Syngenta also undertook field-level research to study the compatibility of dust deflectors with planting equipment used by Ontario growers.

Beginning in 2014, Syngenta partnered with two Canadian golf courses, Brantford Golf and Country Club and Cutten Fields in Guelph, Ontario, on a pilot project to transform out-of-play areas into improved habitats for bees and other pollinators, and boost the number of pollinating insects on the golf courses. A two-year study of the sites showed a significant improvement in pollinator diversity and abundance. In 2015, several additional golf courses joined the project and are in the process of establishing Operation Pollinator habitats.

Syngenta is also committed to increasing awareness and appreciation of pollinators. In 2015, 4-H Canada partnered with Syngenta on the second year of the *Proud to Bee a 4-H'er* initiative. Every 4-H member in Canada received seed packets containing

a bee-friendly pollinator seed mix, and were encouraged to plant and grow gardens at home or in their communities. The initiative promotes outdoor activities and learning about the essential role that pollinators play in creating a healthy ecosystem and a sustainable food supply.

[www.operationpollinator.ca](http://www.operationpollinator.ca)





# Agricultural Stewardship



## PEI Stream Restoration Project



Since 2012, Syngenta has partnered with the Kensington North Watersheds Association (KNWA) and the Bedeque Bay Environmental Management Association (BBEMA) to fund on-farm activities that restore streams, reduce field run-off and improve biodiversity. Work continued in 2015, with BBEMA completing stream restorations, creating pollinator habitats, and planting native trees and shrubs to enhance wildlife landscapes. This included planting 6,931 shrubs and trees, and 438 ground plants in the Bedeque Bay watershed – an increase from 5,443 planted in 2014.

A total of six kilometres of stream was restored on the Wilmot River, and 3.6 kilometres was restored on the Dunk River. Stream restoration efforts were focused predominantly on these two rivers as a result of fallen debris and overgrowth that created blockages to flow and fish passage in these locations.

Following restoration, 50 fish cover logs and four brush mats were installed on the Dunk, 25 were installed on the Wilmot, and an additional 27 were installed in Arsenault's Pond.

Executive Director of the BBEMA, Tracy Brown, explains how the support of Syngenta has enabled greater sustainability for this association committed to the conservation and improvement of habitats and agricultural landscapes:

*"The multi-year funding relationship with Syngenta has enabled BBEMA the opportunity to plan ahead, providing the foundation for the organization to build capacity and collaborations with other funding partnerships. Essentially, the Syngenta multi-year funding grant enhanced BBEMA's overall sustainability, allowing the organization to respond to new community problems, improving environmental leadership through ongoing program development."*

In 2015, the Kensington North Watersheds Association completed 0.7 kilometres of stream restoration on MacIntyre Creek and 23.2 kilometres of stream maintenance. Removing wooden debris from the streams was the main activity. The goal was to alleviate stream blockages, slower current, and excessive sediment deposition. Additionally, 2,190 trees and shrubs were planted in 2015, and 5,000 tree seedlings were planted through the Forest Enhancement Program.



Photo credit: Bedeque Bay Environmental Management Association (BBEMA) report

# Agricultural Stewardship



## Canadian Corn Pest Coalition

Syngenta is a Canadian Corn Pest Coalition (CCPC) partner. The CCPC promotes stewardship of Bt corn technology through a comprehensive Insect Resistance Management (IRM) strategy approved by the Canadian Food Inspection Agency for Canadian corn growers. Formed in 1997, CCPC brings together experts in corn breeding, entomology, insect resistance management, pathology, agronomy, and regulatory bodies.

## CleanFARMS

Recognizing that crop protection products must be managed throughout their lifecycle, Syngenta participates in industry stewardship programs through CleanFARMS. This non-profit organization partners with agriculture retailers and municipalities to collect empty commercial pesticide containers from farms, and dispose obsolete, or otherwise unwanted, agricultural pesticides. It also works with farmers to create a safe, healthy, and sustainable environment through programs to responsibly manage waste generated on farms.

When asked what participation in CleanFARMS says about the sector's values, General Manager of CleanFARMS, Barry Friesen, notes:

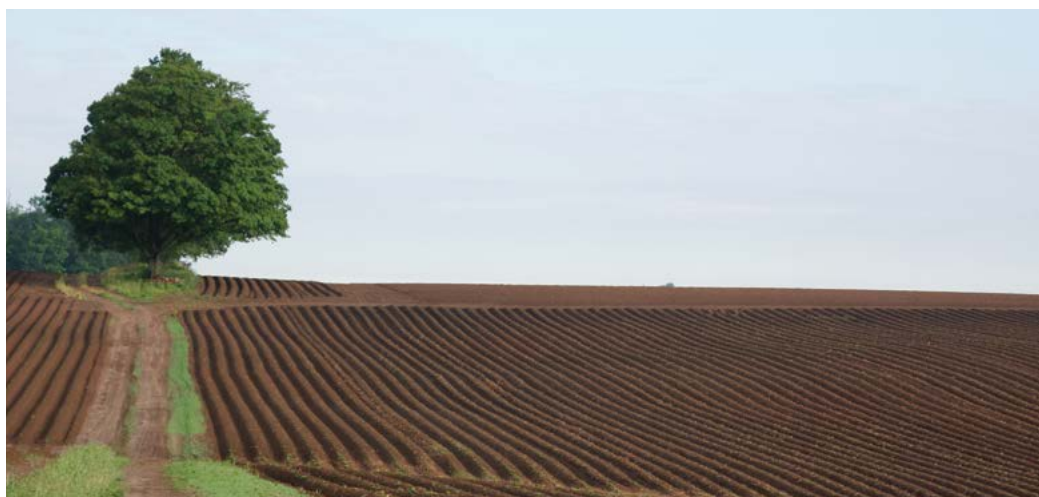
*"Modern agriculture is built on partnerships. Take a look at CleanFARMS — what started as a simple program aimed at collecting empty pesticide containers is now a suite of programs that manages products and packaging from the fertilizer, seed and animal health medication sectors. Easier said than done; it takes a collaborative approach. From product manufacturers who finance the program to retailers and municipalities who act as collection hubs, everyone works together to make these programs accessible to farmers, who ultimately make good stewardship happen."*

## CropLife Canada

CropLife Canada is the trade association representing the manufacturers, developers and distributors of plant science technologies. It is committed to protecting human health and the environment, and promoting sustainable agricultural practices. Syngenta is a member of CropLife Canada and has been part of a two-decade stewardship initiative to build the processes and practices that support safety and environmental responsibility. This includes third-party audits of storage facilities to ensure products are safely stored and handled, education of researchers regarding the conduct of field trials, and training on the judicious handling, application and disposal of pesticide products. The president of Syngenta Canada serves as chair of the CropLife Canada board of directors.

## Soil Conservation Council of Canada

In 2015, Syngenta supported the Soil Conservation Council of Canada Summit on Canadian Soil Health. The event brought stakeholders together to discuss current and emerging challenges to the sustainability of the agricultural landscape.







# Hunger and Nutrition

Every day, nearly one billion people go to bed hungry and even more are malnourished. This figure could rise with the global population expected to grow to greater than nine billion by 2050.

Syngenta is committed to supporting Canadian charitable organizations that provide food aid to rural communities, as well as initiatives that support greater food security and sustainability abroad.

## Food Banks Canada – Rural Support Program

Syngenta is a founding supporter of the Food Banks Canada Rural Support Program, which helps rural and remote communities – where 35% of Canada's food banks are located – overcome challenges in accessing food donations. Pressing challenges food banks outside urban centres face include smaller donor bases for financial assistance and fewer sources for food donations. In 2015, Syngenta marked the 15th year of this program, and helped provide transportation grants to 47 rural food bank locations. The grants provide assistance by reimbursing food distribution costs.

Account Director of Fund Development at Food Banks Canada, Heather Nelson, explains how support from Syngenta has impacted the organization's efforts:

*"The support of Syngenta over the long-term has been of great value to Food Banks Canada, allowing us to provide consistent and essential services to the food bank network. Long-term partnerships that allow room for growth and change mean that Food Banks Canada can learn over time what works best for our network, and be truly responsive to the needs of our network over time. Working with Syngenta has enabled Food Banks Canada to draw attention to the issue of hunger in rural and remote communities. ... With the support of Syngenta, nearly \$550,000 has been distributed through The Rural Transportation Fund since its launch, responding to a clear need in the food bank network."*

# Hunger and Nutrition



## Syngenta also made in-kind donations to local food banks

A 2015 fall harvest from the Syngenta Honeywood Research Farm produced 451 pounds of fresh produce for the Guelph and Waterloo Food Banks in Ontario.

Nine Syngenta employees volunteered for an afternoon at their local Guelph Food Bank, helping to organize and sort thousands of pounds of Christmas food donations.

## Canadian Foodgrains Bank

The Canadian Foodgrains Bank ranks among the largest private food aid providers in the world. It was established in 1983 as a practical way for Canadian farmers to share their abundant harvest with areas in the world that are plagued by food shortages, as well as work with communities to improve their food security and agricultural techniques. It continues this important mission today, in addition to advocating for policy change to help families better feed themselves, and educating and engaging more Canadians on the topic of global hunger.

Through the Canadian Foodgrains Bank, Syngenta provides seed and crop protection products to help Canadian farmers grow strong, healthy crops to help those in need. In 2014–2015, the Canadian Foodgrains bank helped 1.1 million people in 39 countries.



## Foundation for International Development Assistance



In 2015, Syngenta supported the Foundation for International Development Assistance (FIDA) in the development of four cooperatives in Zoranger, Haiti.

Established in 1984, FIDA seeks to encourage self-sufficiency in Haitian communities through programming for local farmers that supports social and economic growth and sustainability.



# Hunger and Nutrition

EVERY DAY, NEARLY  
**1 BILLION**  
**PEOPLE**  
GO TO BED HUNGRY



## SYNGENTA 2015 INITIATIVES TO COMBAT HUNGER

### Food Banks Canada Rural Support Program

Syngenta is a founding supporter of this program, which helps rural and remote communities.



**35%**  
of Canada's food  
banks are located in  
rural communities.



transportation  
grants provided  
to rural food  
bank locations.

### In-kind donations to local food banks

**451 lbs.**



of fresh produce  
for the Guelph and  
Waterloo Food  
Banks (Ontario).

**9**  **employees**

volunteered at the Guelph Food Bank,  
to organize and sort thousands of  
pounds of Christmas food donations.

### Canadian Foodgrains Bank



Syngenta provides seed and  
crop protection products annually  
to help Canadian farmers grow  
strong, healthy crops which help  
those in need.

In 2014-2015, the Canadian Foodgrains Bank

**helped  
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# Syngenta Canada Leadership and Learning Programs

The success of agriculture is deeply impacted by the collective successes of the individuals who power our industry.

Syngenta recognizes that empowering people at all levels, through education and training, is directly linked to agriculture's ability to strengthen communities. Syngenta offers national leadership and learning programs to provide farmers, superintendents, staff and board members, training and skills to reach new heights and unlock new opportunities. Providing training to enrich and expand skillsets and knowledge stimulates confidence and creativity and enhances effectiveness.

## Leadership At Its Best

Initiated in the fall of 2005, Leadership At Its Best® is a leadership development program created by Syngenta for staff and board members of farm sector organizations. Designed to support leadership development, the intensive program emphasizes communication, organizational development and advocacy. Leadership At Its Best has graduated more than 300 participants since its inception.



## Syngenta Grower University

Syngenta Grower University® Business Foundations program invites select farmers from across Canada to participate in a unique and challenging business development opportunity at the Ivey Business School at Western University. Since 2004, over 460 farmers have taken the program that explores the economics and management of farm business.

Designed to enhance overall business acumen, the course curriculum focuses on finance and making strategic investment decisions, identifying new business opportunities and setting business goals, managing staff, and strengthening communications. Material is delivered through a combination of lectures, case studies, group discussions and breakout sessions. The goal is to help the future growth and development of farm businesses.



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Graduates of Syngenta Grower University reflect on the program:

*"This course narrowed my focus and unlocked my potential to meet my goals for my farm business. This course is a MUST for today's progressive producers."*

– Eric Dietrich, Owner,  
Eric L. Dietrich Farms Ltd.,  
Lucan, Ontario

*"An incredible experience. As someone who has done extensive industry training, I took more away from each individual course than I have ever taken from any seminar."*

– Joe Lovell,  
Operations Manager,  
Lovell Farms Ltd., Clive, Alberta

*"I highly recommend the Syngenta Grower University to agricultural producers. The speakers were engaging and exposed us to all different aspects of business. The program gave us the opportunity to reflect on our own operations while also giving us comfort in knowing that there are producers all across Canada with similar challenges and opportunities. I left this course with a stronger business management skillset and whole new network of progressive agricultural producers to connect with. Thank you!"*

– Melissa McWilliam, Farming  
and Resources Manager,  
Western Feedlots Ltd.,  
High River, Alberta

Syngenta Grower University II launched in 2010 for alumni of this program and has since graduated 125 growers.



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## Syngenta Superintendent University

Syngenta Superintendent University® is also held at the Richard Ivey School of Business. The program has graduated 160 golf course superintendents who have honed their business skills in recruiting, selecting and motivating staff, projecting financial needs, communicating with stakeholders, and making investment decisions. The curriculum was designed to encourage an expanded, strategic outlook to support golf course operations.

Syngenta Superintendent University II launched in 2013 and offers a more in-depth examination of the issues explored in the Superintendent University program. To date, 45 participants have graduated.

Assistant Superintendent University follows the same principles as the other programs, but is designed to develop the skills of future leaders and support those on the front lines of golf course management.

The curriculum challenges participants to consider aspects of golf course management outside their immediate roles. To date, 128 Canadian assistant superintendents have graduated from the course.

## Art of Application

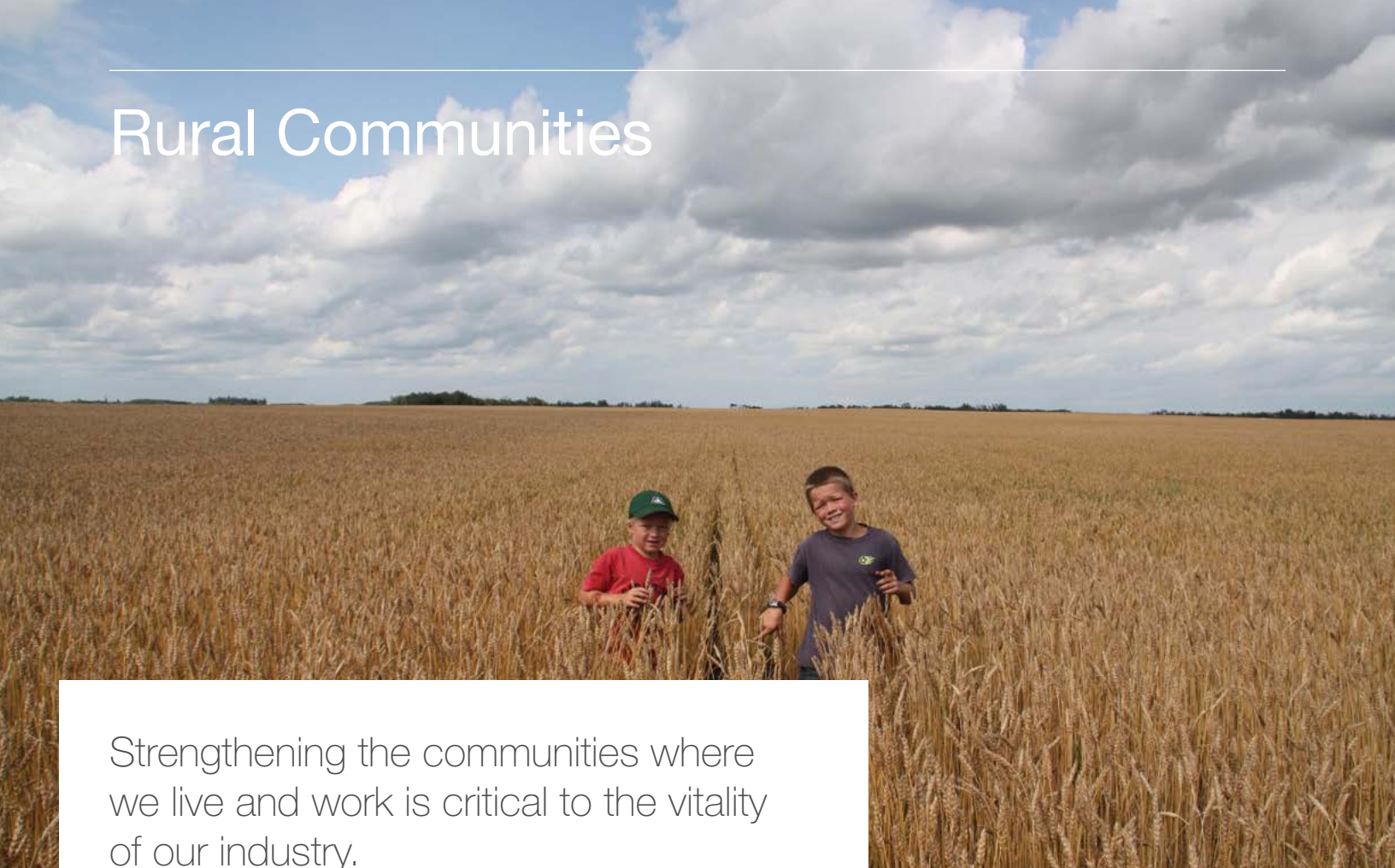
Syngenta offers the Art of Application program annually, an educational initiative for golf course superintendents to improve understanding of spray application management techniques. Part hands-on workshop and part educational seminar, the program also aims to help participants extract the most value from pest control products and technologies. To date, over 100 superintendents have participated in this program.

Art of Application and Syngenta Superintendent University, along with its sister programs, were created in the spirit of growing golf through science and education.





# Rural Communities



Strengthening the communities where we live and work is critical to the vitality of our industry.

As an organization, Syngenta is dedicated to giving back to agriculture in a significant way. This aspect of our culture is embodied in our employees, who also play a major role in the health and well-being of communities. Sponsorships and donations in communities are led through employee-driven initiatives.

Each employee at Syngenta has a paid volunteer day and is encouraged to give back to agriculture and their community. Here are a few of the causes Syngenta employees volunteered their time and efforts to in 2015:

- **Burgers and Fries Farm** in Melfort, Saskatchewan, enhances children's understanding and appreciation of food production. This local initiative sees elementary students plant the produce needed for burgers and fries. The students visit the garden again to harvest their vegetables, and then make burgers and fries using what they have grown. This program is made possible by the Carrot River Valley Watershed Association and FarmLink Marketing Solutions, and the support of numerous individuals, companies and organizations.

*"It is important that we share our story and allow our children to hear the facts so they can make educated decisions around their food choices."*  
– Dale Atkinson, Account Manager

- The **Calgary Stampede Agriculture Media Committee** acts as a liaison between the annual event's agriculture committees and the media. The committee provides strategic communications guidance during the ten days of Stampede, with an emphasis on promotion and education relating to agriculture.

*"As members of the agriculture industry, we are encouraged to step up and share our positive ag stories. Both traditional and social media are channels to do this. Volunteering with the Calgary Stampede Agriculture Media Committee gives me the opportunity to work with urban and rural; local, national and international media to positively promote agricultural activities and events taking place year round in the Calgary area. I appreciate being given time to contribute to my industry in this important way."*  
– Teresa Falk, Marketing Communications Specialist

# Rural Communities

- The **Guelph Food Bank** (GFB) in Guelph, Ontario, was established in 1989. Last year, GFB assisted over 24,400 individuals in need through their programs.

*"For the past few years, we have volunteered for an afternoon at the Guelph Food Bank to help sort and pack donations. It is a day that I look forward to each year! Being able to help out others in our community is a way that we can give back to the wonderful community (and country) we live in!"*

– Joanne Boekhorst, Customer Service Specialist

- The **Kingsville Community Garden** in Cottam, Ontario was established in 2011 by Access, a local charitable agency. In 2015, Syngenta employees spent time weeding and doing a major clean-up of the garden beds.

*"For a second year we have reached out to the local community that is growing fresh produce for local residents who may otherwise not have access to these healthy food choices. This garden gives us a sense of community and a connection to the environment."*

– Debbie Galos, National Customer Service Representative

- The **Lloydminster Comprehensive High School** boys rugby team in Lloydminster, Alberta, qualified for the Alberta Schools' Athletic Association provincial tournament in 2015.

*"I volunteer to coach high school boys' rugby because of love. I love to inspire them to be the best version of themselves and I love seeing their emotions when they achieve something they never dreamed their body was capable of. My job offers great flexibility in time management and the community sponsorship donations have been great for purchasing jerseys and equipment. I would not be able to make an impact on the youth through rugby without the commitments from our company."*

– Steve Wytrykusz, District Manager

- **Pizza Perfect** is an annual agriculture-education program for Grade 3 students, hosted by the Grand River Agricultural Society in Ontario. The event welcomes children bused in from 20 local schools for a full day of hands-on learning focused on agriculture, economics, nutrition, food processing, mathematics, science, arts and language, and agricultural careers.

*"Pizza Perfect is important to me because it's an opportunity to educate kids and their teachers and parents about agriculture and specifically about what we do as an industry."*

– Marijke Van Andel, Agronomic Sales Representative





# Rural Communities

## Additional organizations that Syngenta employees supported in 2015:

Ancaster Fair Agriculture Summer Camp

Arm River Chapter of the Saskatchewan Wildlife Federation

Balcarres School Horticulture Club

Beiseker Ag Society - Hockey Team

Carmanguay Curling Club

Central Saskatchewan Military Family Resource Centre

Christmas Cheer Board of Winnipeg

COCO Plowing Match in Wanham, AB

Drumheller Dragons Hockey Team

Durham Farm Connections Celebrate Agriculture Event

Earl Grey Heat

Guelph Storm Hockey Club

Guelph Wish Fund for Children

Hockey & Hearts Golf Tournament - Charity Tournament

Hospice Palliative Care Ontario (Wellington)

Ilderton Fall Fair

Independent Living Centre London and Area

Kemptville Peewee Hockey Team

Le Bon Dieu Dans la Rue

Lloydminster Blazers Midget AA

Lloydminster Comprehensive High School Barons

Okotoks Oilers Hockey Team

Palliser Plains Agro Anniversary Celebration Booklet

Portage la Prairie 4-H Club

River Run Centre, City of Guelph

Rotary Club of Guelph-Trillium

Sask Women's Curling Playdowns

Saskatchewan Science Centre

Saskatchewan Women in Ag Calendar

Special Olympics - Mt. Elgin Golf Club

Spruce Grove Curling Club Breast Cancer Foundation Fundraiser

Swift Current - PBR Event (Rodeo)

Teen Ranch Canada - Hunter/Jumper Schooling Series

The Guelph Community Foundation

The Guelph Community Foundation 15th Anniversary Gala

Thorndale Fall Fair

Town of Eston - Hockey Rink Support

Trochu Golf Club - Friends of Tro-Val Fundraiser

United Way Community Campaigns

University of Guelph International Food and Agribusiness Management Association



Syngenta is proud to contribute to the vibrancy of agriculture through our Giving Back to Agriculture program.

Syngenta is one of the world's leading companies with more than 28,000 employees in over 90 countries dedicated to our purpose: Bringing plant potential to life®.

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**Always read and follow label directions.**

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