

How Syngenta Provides Users with Accurate Grain Pricing, Yield Forecasts, and Commodity Data Across Multiple Platforms and Applications



Syngenta Crop Protection and Syngenta Seeds are part of Syngenta Group, one of the world's leading agriculture companies. The company's ambition is to help safely feed the world while taking care of the planet. Aiming to improve the sustainability, quality and safety of agriculture with world class science and innovative crop solutions, Syngenta technologies enable millions of farmers around the world to make better use of limited agricultural resources.

THE PROBLEM

Syngenta operates a variety of digital farming solutions under the Cropwise brand. To enhance their existing products and applications and the ones currently in development, Syngenta was in need of a data provider that could supply them with a plethora of data and tools including yield estimates, commodity prices, cash bids, news, and more.

THE SOLUTION

Syngenta found that Barchart offered all of the commodity related and yield data they were searching for. Barchart now powers Syngenta Seed's Golden Harvest Extreme (GHX) mobile application, which is revolutionizing the seed customer experience via a proprietary end-to-end platform that creates a seeds gameplan for the grower at the start of the season all the way through to shipping and invoicing. This app provides users with in-season recommendations using Barchart's county-level yields estimates and cmdtyStats API - Barchart's premier solution for fundamental commodity data, information, and statistics.

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Barchart also provides Syngenta with accurate pricing from grain elevators across the U.S. within their Cropwise Financials platform – a leading farm management platform in the US. Syngenta is also utilizing Barchart's data (accessing the latest Commodity price, latest news and other features) to support its Global Cropwise Commodity Pro marketing program which protects the value of the grower's Syngenta premium crop protection and seed purchases against a drop in the commodity price during the growing season.

"Barchart has played a key role in improving and building out our digital agriculture solutions," said Philippe Giraudet, Digital Agriculture, Risk Mitigation Development Manager at Syngenta. "Now that our products are integrated with a variety of Barchart's commodity data, we know Syngenta remains a step ahead of the competition," added Giraudet.

"Setting our clients apart from the competitors within their space by powering their solutions with top-notch tools and data is what fuels Barchart as a company," said Ryan Nelson, Senior Account Executive at Barchart. "That's why we are constantly innovating, enhancing, and improving our data and services - so our clients will always be one step ahead," added Nelson.

With access to Barchart's ever-evolving library of rich commodity data, Syngenta's products will continue to reign superior within the agtech industry. To learn more about Syngenta, please visit www.syngenta.com.

Barchart is a leading provider of market data and services to the global financial, media, and commodity industries. Our diversified client base trusts Barchart's innovative Solutions across data, software, and technology to power their operation from front to back office, while our Media brands enable financial and commodity professionals to make decisions through web content, news, and publications.