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Syngenta Australia New Zealand appoints Dr Greg Pringle as Market Manager for Biologicals

21 August 2023 | News

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Syngenta Australia New Zealand (ANZ) has announce the recent appointment of Dr Greg Pringle to the position of Market Manager for Biologicals ANZ. Dr Pringle will leverage the global knowledge base of Syngenta Biologicals to seek to offer innovative plant health solutions for Australian and New Zealand growers.

Dr Pringleâ??s position at Syngenta ANZ will contribute to the expansion of the companyâ??s 100+ year commitment to delivering plant health solutions to farmers by including biologicals solutions for pest and disease control in crops, yield optimisation and enhanced farm productivity.

Dr Pringlehas been involved Syngenta ANZ plant science over three decades, his most recent role was Senior Commercialisation Manager at Plant & Food Research. While at Plant & Food Research Dr Pringle focused on taking bioprotection technologies that were developed in-house to the market.

Dr Pringle worked is a plant breeder and crop agronomist and has since worked in research management in the IT and health sectors and inaugurated a polytechnic research office. Dr Pringle said the opportunities to fit biocontrols and biostimulants into crop production systems in Australia and New Zealand are increasing and largely unrealised, in line with the global growth of this sector.

â??We must come to it with a solid foundation of scientific data, an economic value proposition and demonstrable benefit behind the products. Without this, we risk disenfranchising the grower. it's not an â??either/orâ? choice between biologicals and the traditional crop protection products. he two technologies work well together, with the tree fruit industries proving it can be done. Education and awareness will be key to the acceptance of these new technologies.â? said Dr Pringle.

â??Farmers and agricultural advisors have always been front of mind at Syngenta ANZ and we are pleased to welcome Dr Pringle into our team to pursue our shared ambition for ensuring food security for the growing population,â? Syngenta ANZ Country Head and Managing Director Paul Luxton.