

InteliSeed integration strengthens InteliGro's crop solutions

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The integration is set to fortify InteliGro's position in the market, empowering the company to cater to the diverse needs of growers through an extensive network of seed specialists and crop advisors across the country. The move underscores InteliGro's commitment to delivering high-quality seeds and comprehensive agricultural solutions.

Barry Erasmus will lead the InteliGro seed division as the commercial manager, supported by Lenie Venter as the operational manager. The seed portfolio will encompass a wide range of offerings, including vegetable seeds, oilseeds (such as sunflower, soybeans, and canola), maize, pastures, wheat, and cover crops.

Niel Kruger, regional director of InteliGro: South, expressed enthusiasm about the integration, stating, "We are excited to integrate a focused seed portfolio into InteliGro's solutions. This allows us to effectively manage genetics and provide customised plant nutrition strategies, coupled with well-researched crop protection and biological solutions, ultimately aiming for high-quality and sustainable crop production."

Johan Nienaber, regional director of InteliGro: North, emphasised the company's commitment to delivering superior seeds to growers, stating, "Our promise is to continuously deliver high-quality seeds that support sustainable, high-yielding crops. Our seed is your advantage."

Comprehensive approach to sustainable crop solutions

InteliGro's value proposition spans all aspects of crop production, including soil conditioning, high-quality seeds, integrated crop protection, specialised plant nutrition, supportive technology, technical assistance, and a team of highly trained crop advisors.

InteliGro, formed in 2016 through the merger of Terason and TechniChem, has since become a leader in sustainable agronomy solutions in South Africa, prioritising the success of growers while optimising and protecting crops to deliver high-quality yields.

InteliSeed, resulting from the amalgamation of Crown Seeds and InteliGro Seed Agents in 2016, has quickly established itself as a distributor of top genetics, offering various seed portfolios including vegetables, oilseeds, maize, wheat, cover crops, and dry beans.

The integration of InteliSeed into InteliGro further solidifies the company's commitment to providing holistic agricultural solutions. As a member of WinField United South Africa (WUSA), InteliGro aligns with WUSA's mission to offer comprehensive agricultural solutions, leveraging experienced crop adviser teams, technical support specialists, research, innovation facilities, and complete crop protection portfolios.