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Syngenta Seeds moves to a new model for distribution of NKÂ® traited soybeans

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Syngenta Seeds announced the move to a new model for distribution of NKÂ®Â traited soybeans to respond more quickly to market needs. Starting with the 2026 crop season, NK traited soybeans will be distributed by Pitura Seeds in Western Canada and Jackson Seed Service in Eastern Canada. Syngenta remains committed to breeding top-performing NK brand soybeans.

â??The strategic relationships with Pitura Seeds and Jackson Seed Service combine each organizationâ??s local expertise with Syngentaâ??s market-leading NK soybean genetics, ensuring continued success for growers,â? says Dan Wright, Head of Syngenta Seeds.

The NK soybean brand will remain a strong presence in the market, continuing to deliver the products farmers know and trust. In taking on their expanded roles, Pitura Seeds and Jackson Seed Service will uphold the same high level of service and quality that has long been the foundation of their respective businesses.

â??Pitura Seeds is excited to support NK soybeans and their retail partners in delivering these proven genetics to farmers,â? says Tom Greaves, President of Pitura Seeds. â??We are proud to continue the legacy of NK soybeans in the West."

Jackson Seed Service is looking forward to doing the same in Eastern Canada. â??We are excited to offer choice for both growers and dealers,â?• says Jarod Jackson, Seed Manager, Jackson Seed Service, who became a distributor of Silverline™ , NKâ??s conventional soybean line-up, in 2023. â??We have long believed in the value of NK genetics and have seen first-hand the benefit they bring growers."

Pitura Seeds and Jackson Seed Service will connect with current NK traited soybean retail customers in preparation for the 2026 growing season.

Syngenta remains committed to breeding top-performing NK brand soybeans and will continue to offer growers a full range of NK and EnogenÂ®Â corn hybrids through the Syngenta Canada seeds team.