



# plant potential

FOR THE PROFESSIONAL GROWER

## Syngenta Flowers Strategy in Action

Heartland Growers: "It's great to have a partner to lean on."



Heartland Growers in Westfield, Ind., wanted a more sustainable approach to poinsettia production. "We had tried beneficial insects in the past with good success," says Nick Gapinski, general manager for Heartland. "However, it wasn't cost effective."

Bob Froelich, Syngenta Flowers grower account manager, knew he could help. "I'd been talking with Heartland about Syngenta Bioline and how it was different from some of the other products out there," Bob says. "They were interested in looking at it, and agreed to try it on a segment of their poinsettia production."

"Syngenta listened and came up with a solution with the goal of controlling pests and costs," Nick says.

The Syngenta team assembled an integrated crop management program (ICM) that encompassed everything Syngenta has to offer: Syngenta Flowers genetics, Fafard growing media, beneficial biologicals from Syngenta Bioline and a compatible insecticide spray from Syngenta Professional Products.

The program, trialed over a 16-week period, was a success. Targeted pests including whitefly, fungus gnats, shore fly and thrips were well controlled, yielding excellent plant quality and very little shrink during production. Program costs were also reduced by nearly 50 percent.



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Paul Winski

"The key to it," explains Paul Winski, Syngenta Flowers technical services specialist, "was the monitoring that the grower did, bringing us the data to help determine when and whether releases should be made. The communication between the grower and us really helped the customer make better decisions."

"Another key to success is the distribution of the beneficial insects," he continues. "Syngenta spends a lot on development and research to package the beneficial insects in a way that

optimizes the effect of control. An example is the blister pack for the wasps, *Eretmocerus* and *Encarsia*, for controlling whitefly."

"The system accomplished our goals," Nick says, "and opened up discussions to expand the idea to a variety of other crops."

Building on their success with poinsettias, Heartland has also implemented an ICM program for mums. "So far, we're very pleased with the results," Nick says.

"Syngenta, their vast family of resources and, most importantly, their people bring knowledge, time and a passion, not only to our industry but to Heartland Growers with the goal to make us the best that we can be," Nick explains. "It's great to have a partner to lean on when we're looking for growing solutions."