

Syngenta Simplifies Corn Seed Caliber Sizing for 2014

Golden Harvest® brand corn seed sizes will be recalibrated for the 2014 season to provide growers with more transparency in their seed order quantity. Recalibration will also provide growers clarity about whether they are receiving flats or rounds. All seed will be sold in units of 80,000 kernels, regardless of seed size. In addition, caliber sizes L7 and S9 will be eliminated, while caliber sizes R3 and F3 will be added.

The chart below summarizes seed size and packaging changes for 2014.

New Corn Seed Size and Package Type for 2014					
Seed Caliber	Old weight range – lb/unit	New weight range – lb/unit	Seeds/lb range	Sold as	
F1/R1	32.0 - 42.9	32.0 - 42.9	2500 - 1863	80k Paper Bag	50 Unit Q-Bits
F2/R2	43.0 - 55.9	43.0 - 55.9	1862 - 1430	80k Paper Bag	
F3/R3	56.0 - 64.9	56.0 - 70.0	1429 - 1233	80k Paper Bag	40 Unit Q-Bits
	65.0 - 70.0		1232 - 1143	Limited 80k Paper Bags	40 Unit Q-Bits

Manage Seed Selection and Delivery Easier and Better



Selling seed in standardized units helps growers because they will know exactly how much seed they are ordering when they make their purchase decision. Seed sizes will continue to be graded to provide clarity when ordering flats versus

rounds. Having seed available in two sizes of Q-Bit® containers – 40 or 50 units per Q-Bit – allows even the largest seed sizes to fit in Q-Bits to enhance convenience for our customers.

Redesigned Q-Bit placards will be labeled with brand, seed caliber size and number of units included. Boxes will also be labeled with brand placards to ensure brand is clear to customers, as well as help in promoting our seed brands.



- Orange quantity box = 40 Units
- Yellow quantity box = 50 Units



CUSTOMER BENEFITS of New Seed Caliber Size Strategy

- Enables all seed sizes to fit into Q-Bits, improving convenience for growers and resellers
- Greater transparency with uniform seed quantities per unit
- Clarity on whether large seed is flat or round
- Fewer, but higher volume SKU's per hybrid from which to choose when ordering
- Improves the seed ordering experience



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