



***Leadership
At Its Best***

Nearly 50 farmer leaders from 11 national farm groups completed Syngenta’s agricultural leadership development program – Leadership At Its Best

Farm leaders from 11 national commodity and other farm associations successfully completed Leadership At Its Best (LAIB), a Syngenta professional development program helping current and future U.S. agriculture leaders improve their skills to more effectively advocate for American agriculture. The industry-recognized program was held January 27-31, 2020, at the Syngenta Innovation Center in Research Triangle Park, North Carolina and in Washington, D.C.

“Through LAIB, Syngenta has been training future leaders in agriculture for more than 30 years — with over 4,600 people trained so far, and counting,” said Mary Kay Thatcher, who leads federal government relations for Syngenta in the U.S. “Agriculture faces complex challenges and our program helps farmers learn skills to answer the call and stand up for our industry.”

Each year, a diverse class, which includes dozens of farmers, processors and agriculture retailers, attends LAIB to develop skill sets needed to be confident ambassadors of agriculture. Many LAIB alumni have gone on to become leaders in their organizations, spokespersons for American agriculture and government officials.

This annual training program promotes cross-organizational exchange with various commodity and trade associations. The Syngenta curriculum model enables participants to begin their learning experience prior to arrival and continue after they depart, with online engagement following the formal program.

“LAIB participants experienced learning modules based on today’s leading thoughts, ideas and techniques,” said Thatcher. “Our program focuses on key aspects of leadership training and priority issues facing agriculture, with the goal of empowering today’s leaders for tomorrow’s future challenges and opportunities across the industry.”

Syngenta is working with the following organizations this year to provide LAIB participants a robust and accelerated professional development experience:

1. Agricultural Retailers Association
2. American Agri-Women
3. American Farm Bureau Federation
4. American Soybean Association
5. Independent Professional Seed Association
6. National Agricultural Aviation Association
7. National Association of Conservation Districts
8. National Association of Wheat Growers
9. National Corn Growers Association
10. National Potato Council
11. National Sorghum Producers

Syngenta is a leading agriculture company helping to improve global food security by enabling millions of farmers to make better use of available resources. Through world class science and

innovative crop solutions, our 28,000 people in over 90 countries are working to transform how crops are grown. We are committed to rescuing land from degradation, enhancing biodiversity and revitalizing rural communities. To learn more visit <https://www.syngenta.com/>