



# THE TIMES 100

## Syngenta summary

### Introduction

Syngenta's focus is on delivering sustainable agriculture. It provides products to protect crops and is the world's third largest seed producer. It employs around 21,000 people in over 90 countries and had sales of around £4.6 billion in 2007. The need for food for people and for feed for animals is growing at a rapid rate and it is up to technology to try to create the extra supply without damaging the environment. Syngenta's response to the increase in global demand is to develop products that lead to better crop yields and new, pest-resistant, seeds.

### SLEPT

Businesses need to take account of external influences, over which they have no control. They can use a SLEPT model to study these factors. SLEPT stands for Social, Legal, Economic, Political and Technological factors. Using this model allows the business to see opportunities and avoid threats. One opportunity, for example, was in the discovery of biofuels created from crops. This reduces carbon emissions and helps the environment.

### Social and Legal factors

Social factors relate to changes in tastes and lifestyles. They include

- global population growth
- changing diets . such as an increased demand for meat
- shortage of land for crop growing
- the rapid growth of new economies like China and India
- rising demand for fuel.

Another key change is the increase in demand for water. Agriculture is the world's biggest user of water so Syngenta is creating plants that are more water-efficient and yet still high yielding.

Legal factors relate to national and international law. Syngenta has to work within a framework of laws that protect wildlife, the environment and the safety of both employees and consumers.

### Economic and Political factors

Economic factors relate to changes such as costs, prices, wage rates, exchange rates and inflation. Factors affecting food and food production include the changing diet of the world as wealth increases, rising food prices causing hardship in some countries, and the rising price of oil. Farmers need to produce good products and yields and obtain a good financial return for their work. Syngenta has developed products to help farmers use land more efficiently.

In the case of politics, Syngenta supports three major themes:

- Food security: The UN defines this as when all people have access to enough safe food to meet their needs Syngenta supports drives to increase food security.
- Energy security. Major countries want to be less dependent on other countries for fuel. Syngenta helps by investing in biofuel technologies.
- Climate change. Using biofuels helps to reduce greenhouse gas emissions.

### Technology

As a leading science company, Syngenta uses technology to increase output, develop new products and new technologies. Its products increase crop yields, help to reduce soil erosion and improve biodiversity. Its biofuels support car manufacturers in developing low emission vehicles.



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## **Conclusion**

A growing world population means a change in the pattern of demand for food. Syngenta uses technological and scientific research to address the problem of a secure future for both food and energy.