



NEOGEN launched in the Southern region of Brazil

Growers from Rio Grande do Sul were officially introduced to NEOGEN. On March 12, brand supervisors participated for four days in field trips, which took place simultaneously in the cities of Vacaria, Panambi, São Luiz Gonzaga and Santa Maria. During these events, they were introduced to cultivars from the NEOGEN portfolio and topics of interest of growers such as seed quality, industrial seed treatment (IST) and technologies applied to agriculture were also discussed with the public.

Each field day was developed by a brand multiplier, being Cerquinha Seeds in Vacaria, Cotripal in the city of Panambi, Ciipatrigo in the county of São Luiz Gonzaga and Imexsul in Santa Maria. This event format gave growers from different locations the opportunity to learn about NEOGEN in a context close to their reality. "The objective of these integrated launching events was to show the strength and the capillarity of the NEOGEN brand in several regional scenarios", comments Sergio Bertagnolli, Commercial Manager of the NEOGEN brand for the Southern region.

According to Eduardo Silva, NEOGEN Commercial Supervisor for Rio Grande do Sul, these events, besides being important to strengthen the brand, they help growers make decisions for the next crop. "This is our first year with NEOGEN and the best way to access growers is through field events. This way, we can combine technical information on the positioning of the varieties with field performance, giving growers greater trust in the NEOGEN cultivars", he explains.

Launched in 2019, NEOGEN was developed for more modern and dynamic growers, technology users who search for faster information. The objective of the newest GDM brand is to take to the field quality genetics with experience and security, for sustainable growth through partnerships of results.