



## Corn Trait Stack Nomenclature Simplification

For the 2023 season, Syngenta has developed a simplified and streamlined corn trait portfolio naming structure for a clearer understanding of products and benefits within each trait stack.

### Above-Below Ground Trait Stacks

Simplified Trait Stack Name	Designator	Former Products
DuracadeViptera™	DV	Agrisure Duracade® 5222 E-Z Refuge®
DuracadeViptera™Z3	DVZ	Agrisure Duracade® 5332 E-Z Refuge®
Duracade™	D	Agrisure Duracade® 5122 E-Z Refuge®
Agrisure® Total	AT	Agrisure® 3122 E-Z Refuge®
DuracadeViptera™ Refuge Renew™	DV	Agrisure Duracade® 5222
DuracadeViptera™Z3 Refuge Renew™	DVZ	Agrisure Duracade® 5332
Duracade™ Refuge Renew™	D	Agrisure Duracade® 5122
Agrisure® Total Refuge Renew™	AT	Agrisure® 3122

### Above-Ground Trait Stacks

Simplified Trait Stack Name	Designator	Former Products
Viptera™	V	Agrisure Viptera® 3220 E-Z Refuge®
Viptera™Z3	VZ	Agrisure Viptera® 3330 E-Z Refuge®
Agrisure® Above	AA	Agrisure® 3120 E-Z Refuge®
Viptera™ Refuge Renew™	V	Agrisure Viptera® 3220
Viptera™Z3 Refuge Renew™	VZ	Agrisure Viptera® 3330
Agrisure® Above Refuge Renew™	AA	Agrisure® 3120

## Considerations for Simplification

- After thorough review, Syngenta is planning a 2023 nomenclature simplification for seven integrated refuge corn trait stacks and their Refuge Renew options.
- This decision was made after careful input from growers, seed resellers, industry partners, and internal Syngenta staff. Market research phases included representatives from many of these stakeholder groups.
- Updated names help simplify and streamline the stack names to clearly position the benefits of each trait stack. The suggested designators used on hybrid names will also be simplified to align with their stack name.
- An updated brand standards guide will be available to provide further details.

### What is the main benefit of these simplified stack names?

Feedback from growers, seed sellers, and other seed industry members indicated the former Agrisure® trait stack numbering system was not reaching its intended goal. After further market research, it was determined that moving to a short, simple and straight forward naming system that clearly communicates the benefits of each trait stack would help improve product placement and positioning. The naming strategy going forward uses as few words or letters as possible and highlights key brands already established in the market.

### When will the simplified names take effect?

The implementation of these updated names is scheduled to occur for the 2023 planting season. Since marketing for the 2023 planting season begins in the summer of 2022, materials promoting the 2023 season will begin using the simplified names in summer 2022. An updated brand standards guide will be provided to outline further details on the creation of new materials.

### Will Artesian continue to be offered?

The Artesian allele discovery, allele incorporation into elite germplasm, product evaluation, and overall Artesian™ brand concept will continue. The simplified stack designators will not contain an 'A' to indicate that a stack is also Artesian. Products are encouraged to be labeled as Artesian in areas such as agronomic characteristics and on the product bag tags. The Artesian logo is to be used along with trait logo as defined in the brand standards.

### Why is E-Z Refuge missing from simplified stack names?

Integrated refuge products have become the industry standard and are expected. The updated stack names will not include the specific words E-Z Refuge®, but they will be integrated refuge and E-Z Refuge blend will still need to be noted on product bag tags. When products are not sold as E-Z Refuge, the Refuge Renew™ name will be included within the trait stack or stack name and product label. Logo options will be made available in the brand standards.

### Will all stacks be included in the name simplification?

There are some stacks that are currently further along in their lifecycle and will not be part of the name update (e.g. Agrisure Viptera® 3111, Agrisure Viptera 3111A, Agrisure 3000GT, Agrisure Artesian® 3011A, Agrisure 3010, Agrisure GT/CB/LL, others). Products already in the market with these stacks that utilize the 'A' for Artesian will continue with the same name.

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