



# Industry Relations Forum: Working Together in 2026 and Beyond

**Caydee Savinelli, Ph.D.**

Head US CP Stewardship - Syngenta  
March 3, 2026 - AAPCO's 79th Annual Spring  
Meeting and Conference



# **Growing Matters – How it started**

## **Benefits of Neonicotinoid Insecticides Study**

- Commissioned in 2013 by Bayer CropScience, Syngenta, and Valent U.S.A., with support from Mitsui Chemicals
- Evaluated the economic and societal benefits of neonicotinoid insecticides across North American agriculture, forestry, turf, and ornamentals.

## **Research Team**

- Conducted by AgInfomatics, an independent consulting firm founded by faculty from the University of Wisconsin–Madison and Washington State University.



# Growing Matters - Today

## Purpose

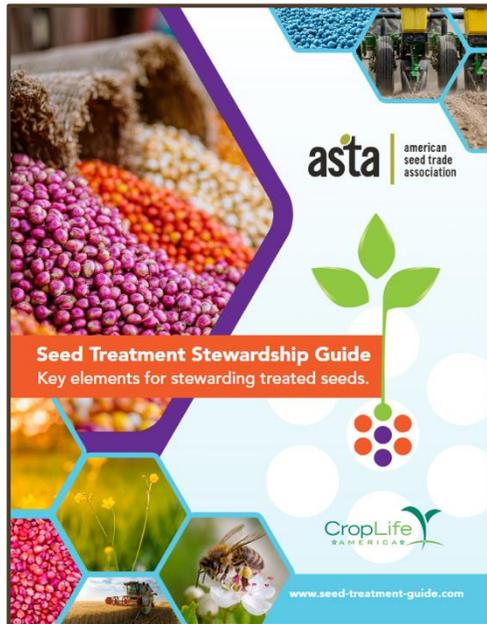
- A cross-industry stewardship coalition advancing scientific dialogue on neonicotinoid insecticides—benefits, alternatives, and responsible use across the U.S.

## Coalition Members

- Led by registrants: BASF, Bayer, Mitsui Chemicals, Syngenta, and Valent U.S.A.
- Industry Partners: CLA, ASTA
- Structure: Communications, Government Affairs (Federal & State), Industry Relations, Regulatory, Science, Stewardship
- Learn more and access reports and videos at [www.GrowingMatters.org](http://www.GrowingMatters.org).



# Product Stewardship Messages



- **Proper pesticide use** begins with carefully reading and following all label/seed tag directions and safety precautions.
- **Available Online Resources**
  - Insect Pollinators and Pesticide Product Stewardship
  - Seed Treatment Stewardship Guide
- **Best Management Practices**
  - Use Integrated Pest Management
  - Follow Good Stewardship Practices
    - Minimize dust-off, drift and runoff into sensitive areas such as bodies of water
  - Use proper - Seed Handling, Storage, Disposal
  - Communication & Outreach

# BeSure! Product Stewardship



- BASF, Bayer, Mitsui Chemicals Agro, Syngenta and Valent U.S.A., Gowan, PBI Gordon
- Targeted to rural and other areas where crop protection products are used
- Visit [growingmatters.org/besure](https://growingmatters.org/besure)

## BeSure! Goals

- Choosing crop protection tools requires balancing effectiveness with their potential impact on the environment.
- Protecting pollinators and other wildlife is a core part of responsible stewardship.
- That's why Growing Matters launched BeSure!—to support growers and applicators with practical guidance to achieve both goals.

# BeSure! Campaign and Partners

- BeSure! runs each year from **March through June**, supported by a network of industry partners who help extend the campaign's reach to growers and applicators.
- Growing Matters shares BeSure! messaging and provided a ready-to-use partner toolkit with newsletter copy, social posts, and other materials for easy distribution.
- Outreach includes row crops, horticulture, fruit and vegetable, turf, and ornamental sectors.



# BeSure! Product Stewardship Social Media Amplification Examples

**Iowa Soybean Association**  
April 15

DKY? Today's seed treatments are enabling farmers to realize greater yields, healthier crops and higher revenues. In fact, neonicotinoid seed treatments have improved soybean yields by 3.6%.

Check out this video to learn more from American Seed Trade Association members as they discuss the benefits and safety features of today's seed treatments.

#Plant19 #JustGrowIt #BeSure #seedtreatment #seed

3.6% Increase for Soybeans

71.3% Increase for Potatoes

YOUTUBE.COM  
Improving Performance and Safety with Seed Treatments

**Syngenta US**  
May 28

Farmers should #BeSure to follow application timing as described on the label for crop protection products, relative to the blooming stage of the crop and other plants in the area. <http://ow.ly/EsUt30rLXx>

**American Seed Trade Association**  
June 5 at 10:45 AM

Today's seed treatments enable America's farmers to realize greater yields, healthier crops, and reduced risks to the environment. Stay up to date on the latest in seed treatment management information. #Plant19 #SeedTreatment #JustGrowIt #BeSure <http://ow.ly/P7LB50utMOC>

SEED-TREATMENT-GUIDE.COM  
**About - The Guide to Seed Treatment Stewardship**  
As seed treatment technology advances, the Guide keeps updating to ensure the latest in seed treatment management information for seed...

**National Pesticide Safety Education Center**  
Published by Kara Maddox (7) · April 23

Are you a farmer with beekeepers in your area? #BeSure! to let them know which days you'll be planting neonic-treated seed or making neonic applications. By following the label instructions and communicating, we can protect both crops and pollinators. Learn more at <https://growingmatters.org/html-pages/besure/>

BeSure! Stewardship Program

**NASDA @NASDAnews · May 20**

Today is World Bee Day! #BeSure you are helping protect the honey bees by using the best stewardship practices during #plant2022. 🐝🐝🐝 Visit Growing Matters' website for tips: [GrowingMatters.org/BeSure](https://growingmatters.org/BeSure)

**American Soybean Association**  
May 11

By implementing useful practices from #BeSure!, growers can feel confident in avoiding potential risks to pollinators & wildlife while also protecting their crop from harmful pests. <https://growingmatters.org/>



# BeSure! Campaign Impact - 2025

## BeSure! Campaign Reach

- Reached audiences across **20+ states**
- Delivered messaging through owned content, radio sponsorships, media syndication, social channels, and targeted trade outreach

## Total Campaign Impressions – 274 Million

- Media impressions represent the **number of times the message was displayed to an audience across the channels** (paid digital, earned, radio/broadcast, social)

## Why It Matters

- Demonstrates the **broad national footprint** of the BeSure! program
- Reinforces our commitment to **stewardship and responsible pesticide use**





**Collaboration and  
networking turn  
individual sparks  
into shared momentum.**



Icon created with Microsoft Copilot (2026).