



Media Release – Communiqué aux Médias – Medienmitteilung

October 2009

Syngenta issues the 17th edition of Syngenta Peppers Today

The 17th edition of [Syngenta Peppers Today Newsletter](#), the newsletter for the world of peppers, provides a pepper approach in the LATAM region and focuses on:

- **The pepper market after the crisis** [Editorial by Mr. Archibaldo Salvador](#), S&G and Rogers Product Business Manager for Peppers for the LATAM region
- **Report on Chilean Peppers:** Peppers are grown in Chile in the open field and in greenhouses. 92% of the total pepper cultivation area is devoted to open field production and 90 to 95% of all peppers grown in Chile are bell peppers.
- **Yield fluctuations in sweet pepper:** [Dr. Ep Heuvelink](#), an expert on peppers, seeks to provide a concise review of the knowledge of the scientific principles underlying the biology and production of the pepper crop.
- **In the course of a decade (1997-2007), Venezuela's pepper market has doubled in volume**, and this country is now the second most important pepper-producing country in LATAM. Peppers Today interviews [Mr. Josu Gorka Allende](#), a specialist in the manufacture and installation of controlled cultivation and intensive systems, and [Mr. Rafael Figueiral](#), an industrial designer and greenhouse pepper producer, to learn about the future outlook for the pepper market in Venezuela.
- **What are the main challenges currently faced by the Brazilian pepper sector?** [Mr. Cyro Cury](#), Product Manager of 'Fazenda Ituaú', one of the most important pepper producers in Brazil, and [Mr. Hélio Nishimura](#), an agronomist and consultant engineer for Pão de Açúcar, one of Brazil's leading retailers, provide us with an overview of the pepper varieties and consumption trends in this South American country.
- **Did you know that Argentina and Venezuela are the two undisputed leaders in the pepper market in LATAM?** Discover the pepper import and export dynamics of the Latin American Countries over the 1997-2007 period.
- **Further topics:** our regular [meeting point](#) section and a singular pepper [recipe](#)!!!

The multinational company Syngenta has issued the 18th edition of [Syngenta Peppers Today Newsletter](#) through S&G and Rogers brands. Our newsletter is available every **two months** in digital format at the website for professionals on the **pepper business** [Syngenta Peppers Today](#). It is a communication tool specifically centred on the world of peppers, and it has been developed for all Syngenta clients in the business chain, with information on production, processing and trading.

Syngenta is one of the world's leading companies with more than 24,000 employees in over 90 countries dedicated to our purpose: Bringing plant potential to life. Through world-class science, global reach and commitment to our customers we help to increase crop productivity, protect the environment and improve health and quality of life.

For more information about us please visit www.syngenta.com.

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