



**Jardine Distribution, Inc.**

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## **Press Release**

For immediate release

### **JDI Launches New Fungicide for Greener Leaves & Healthier Rice**



In line with its objective of introducing new technologies in farming, Jardine Distribution, Inc. (JDI) recently launched in the market a new fungicide that promotes better photosynthesis in rice through its leaf-greening effect.

Anvil 5 SC, a fungicide developed by Syngenta, not only provides effective control of rice diseases, particularly Sheath Blight, but also induces a 'greening effect' to rice leaves, which is an indication of improved photosynthesis or better food manufacturing for the plant. The result is a healthier rice plant that produces heavier, more filled grains and higher percentage of head rice, thus providing better yield for the farmer come harvest time.

With "Greening effect for leaves leading to better yield" marketing campaign, Anvil was introduced to a select group of progressive farmers through a series of product launches in the major rice growing provinces of the Philippines. The JDI Teams, led by Business Development & Technical Head Manny Rondon and Marketing Manager Jovy Vilvestre, conducted the launches in Panay, Negros, Isabela, Bicol, Mindoro, Davao del Sur, Nueva Ecija, and Leyte. Several product launches are also scheduled in the Mindanao province for the Wet Cropping Season.



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**Agchem Marketing Manager Jovy Vilvestre & Business Development & Technical Services Head Manny Rondon explaining the benefits of Anvil before Big Land Owners in separate Product Launches in Luzon and Mindanao.**

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