

GrowTech Antalya - main gateway to innovations in greenhouse production

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GrowTech is a leading global exhibition for the greenhouse industry, held annually in Antalya in November, supporting innovative activities that increase the added value of agricultural production.

The exhibition connects producers and experts to jointly address the challenges of vegetable production and serves as a key platform for promoting new business opportunities in the industry.

The scope of the fair's topics is impressive and provides participants with an in-depth insight into the latest innovations and trends in all aspects of modern agricultural technologies, namely: greenhouse technologies,

agricultural technologies and equipment, irrigation systems, seed and seedling production, as well as plant nutrition and protection.

With an impressive stand featuring a diversity of crops, Syngenta also presented the latest developments in its vegetable seeds portfolio, developed with great effort to meet the changing needs of both producers and consumers. Our team of professionals placed special emphasis on how to protect our crops from the advancing wave of Tomato brown rugose fruit virus (ToBRFV).



ToBRFV, or Tomato brown rugose fruit virus, has been one of the most serious threats to tomato production worldwide since 2015. It first appeared in Jordan and Israel and quickly spread to other regions, such as Europe, North America and Asia.

In Bulgaria, the virus was officially detected in 2022.

A new dangerous tobamovirus in tomatoes

Once it appears, ToBRFV can reduce yield by up to 70%. The problematic aspect of this virus is that it destroys all infected fruits, as well as those within a radius of 150 m, and all of them must be eradicated.

ToBRFV is transmitted through contact with infected plants, seeds or tools. Its name derives from the brown rugose pattern observed on infected fruits.

Syngenta has a solution to this problem and already offers on the market **Barosor** – the first red greenhouse tomato in Bulgaria with such ToBRFV resistance. For an even higher level of security, Barosor also has high resistance to Tomato spotted wilt virus (TSWV), as well as to nematodes. It is suitable for year-round cultivation, both as a first and a second crop.

Barosor is available in Syngenta's vegetable seed distribution network and can be ordered for the new season.

In addition, trials and testing are ongoing so that we can expand our portfolio with resistant new products that will be increasingly in demand on the market.

We also extend an invitation to vegetable growers to mark their calendars and visit the next edition of GrowTech Antalya in 2025, as this key event contributes to learning about the latest achievements and trends in vegetable production, which are being developed with the aim of a more sustainable and successful business.