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## SYNGENTA PROMOTES HEALTHY POTATO VIDEO

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Syngenta announced last week, with the launch of its Healthy Potato Video on YouTube, the company will make a donation for every view the video receives between Wednesday, October 7 and Friday, November 20, 2009, to Feeding America, formerly America's Second Harvest.

"This is a wonderful opportunity for Syngenta to educate people on the health benefits of the potato while also working with an organization that, like Syngenta, does its part to feed the world," said Mary DeMers, horticulture communication manager at Syngenta.

The 30-second commercial posted on YouTube highlights some of the lesser known nutritional facts about potatoes. The potato is fat free, rich in Vitamin C and potassium and contains only 100 calories. The video was a collaborative effort among Syngenta, the National Potato Council and the United States Potato Board.

"We believe reaching the consumer about the health benefits of potatoes is very important," said DeMers. "Our donation to Feeding America is also important given the economic situation as the holiday season approaches. We're looking forward to touching the lives of many Americans through this effort, especially since potatoes are such a large part of the Thanksgiving holiday tradition."

The donation to Feeding America coincides with the holiday season, a time when many families receive donations of food and gifts from companies and individuals across the nation. The donation from Syngenta will be given to Feeding America to purchase fresh and non-perishable potatoes for its food banks to distribute to families in need.

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 go to [www.syngenta.com](http://www.syngenta.com).

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