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"Revitalizing Zimbabwe Cotton with Hybrid Innovation"

Zimbabwe's cotton industry is poised for a new chapter of growth, and we are proud to see **Quton Seed Company (Pyt) Ltd** (A Subsidiary of **mipl**), playing an important role in this transformation.

A Field Day was recently organized by Quton's Research Team at Quton's Centre of Excellence for Cotton Research at Kadoma. Stakeholders across Cotton Value chain including the officials from Ministry of Agriculture, Farmer Union Representatives, Ginners and some of the cotton growers participated in the FD. on-farm performance of **Quton's** Cotton hybrids clearly demonstrated its potential to significantly enhance farmer productivity and offer better sucking pest tolerance.

As Zimbabwe works to revitalize its cotton sector and strengthen the livelihoods of smallholder farmers, the adoption of high-performing hybrid technologies will be a key driver of sustainable growth. Equally important is **Quton's** commitment to local seed multiplication, helping improve accessibility and affordability of quality seed for farmers across the country.

At **mipl** Group, we believe innovation in seed technology can create meaningful impact for farming communities. We are proud that **Quton** continues to contribute towards improving cotton productivity, supporting farmer prosperity, and strengthening the future of Zimbabwean agriculture.

<https://lnkd.in/edHGCgaN>



