

# News Release

## Revolutionizing disease prevention: BASF launches new rice fungicide Cevya® in China

- **Cevya® is the latest isopropanol triazole fungicide registered on rice in China**
- **First new compound of triazole fungicide in rice applications approved in the past 20 years**
- **New choice for rice growers in China to manage fungicide resistance**

Shanghai, China – June 12, 2024 – BASF Agricultural Solutions announced today the launch of its new rice fungicide Cevya® (400g/L mefentrifluconazole) in China. With its active ingredient Revysol® (mefentrifluconazole) providing effective prevention and control of rice false smut, Cevya is the first and latest isopropanol triazole fungicide registered on rice over the past 20 years in China, offering growers a long-awaited new solution to manage disease resistance in rice and maximize yield and income.

"Innovative products and solutions constitute the core competitiveness of BASF in agriculture, allowing us to better serve our customers in China," said Jackson Wang, Vice President, BASF Agricultural Solutions Greater China. "Rice plays a crucial role in ensuring food safety in China and the Asia-Pacific region. The launch of Cevya symbolizes our commitment to innovation. Cevya has successfully broken the pattern of no new ingredients in triazole fungicides registered on rice for many years. Since 2020, BASF has conducted over 300 field trials of Cevya in rice-producing provinces along the middle and lower reaches of the Yangtze River, including Hunan, Hubei, Jiangxi, Jiangsu, Anhui, and Zhejiang."

As an isopropanol triazole fungicide specially developed for rice, Cevya will help tackle the growing problem of rice disease resistance when growers apply traditional triazole fungicides. Since 2020, BASF has also collaborated with top agricultural research institutions in China, such as China Agricultural University, Nanjing Agricultural University, South China Agricultural University, and the Chinese Academy of Agricultural Sciences, as well as the national agricultural technology extension system, to jointly verify the effectiveness and safety of Cevya in managing rice diseases. The launch of Cevya will further upgrade BASF's rice crop solution portfolio and provide growers with a new choice for rice disease management.

“The launch of Cevya marks another important step of BASF in China and confirms our commitment to providing innovative solutions to the Chinese growers in order to help them produce more rice in more effective ways,” said Georgi Bonev, Director Global Rice Crop System, BASF Agricultural Solutions

Since 2020, BASF has successfully launched in China multiple fungicides with Revysol as an active ingredient, such as Melyra® and Mibelya®, to meet the diverse needs of growers, enabling them to cultivate more high-quality crops. To-date, BASF's active ingredient Revysol has already been registered for use on more than 40 types of crops in over 60 countries worldwide

### **About BASF's Agricultural Solutions division**

Everything we do, we do for the love of farming. Farming is fundamental to provide enough healthy and affordable food for a rapidly growing population, while reducing environmental impacts. That's why we are working with partners and experts to integrate sustainability criteria into all business decisions. With €900 million in 2023, we continue to invest in a strong R&D pipeline, combining innovative thinking with practical action in the field. Our solutions are purpose-designed for different crop systems. Connecting seeds and traits, crop protection products, digital tools and sustainability approaches, to help deliver the best possible outcomes for farmers, growers and our other stakeholders along the value chain. With teams in the lab, field, office and in production, we do everything in our power to build a sustainable future for agriculture. In 2023, our division generated sales of €10.1 billion. For more information, please visit [www.agriculture.basf.com](http://www.agriculture.basf.com) or our social media channels.

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with

environmental protection and social responsibility. Around 112,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €68.9 billion in 2023. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).