



We create chemistry

News Release

BASF by the numbers: empowering farmers amid 2025's tough conditions

RESEARCH TRIANGLE PARK, NC, December 11, 2025 – Farmers faced unprecedented challenges in 2025, including weed control, disease pressure and commodity prices, among others. BASF is committed to helping farmers doing the [biggest job on Earth](#) through science and innovation, enabling farmers to make the most of every acre in challenging environments.

“In 2025 we saw weather, weeds and dynamic markets impact farmers and their operations,” said Scott Kay, Vice President, BASF Agricultural Solutions U.S. “This year, BASF introduced several programs and products to support farmers. From InVigor® Gold, a breakthrough innovation in canola seed, to the launch of the Real Results Yield Challenge, showing farmers firsthand the benefits of performance-driven fungicides in their backyard, BASF delivered on its commitment to helping farmers tackle the challenges they face in their fields.”

BASF innovations and initiatives in 2025 by the numbers:

- **Introduced [InVigor Gold](#)**, a breakthrough innovation in canola seed. In June, amidst the picturesque setting of Great Falls, Montana, more than 100 enthusiastic growers, retailers and other stakeholders gathered to witness this cutting-edge advancement poised to transform agriculture. Designed to unlock

Media Relations contact
Pace Sagester
984-327-8410
Pace.Sagester@basf.com

BASF Agricultural Solutions
2 TW Alexander Drive
Research Triangle Park, NC 27709
agriculture.basf.us

the full genetic potential of canola quality Brassica juncea in new areas of Canada and the United States, InVigor Gold is expected to feature hybrids with LibertyLink® herbicide tolerance, inherent pod shatter resistance, and strong blackleg disease resistance. **Key takeaway:** InVigor Gold features outstanding heat tolerance, enabling farmers to utilize land that may have been fallow or idle, thus providing a new income source for farmers and the agriculture channel.

- **Launched the [Real Results Yield Challenge](#)**, showing nearly 10% of farmers who use fungicides regularly side-by-side comparisons of Veltyma® fungicide, Revytek® fungicide and/pr Revylok® fungicide versus untreated or competitive acres - right on their own field. **Key takeaway:** Even under this season's heavy disease pressure, growers in the Real Results Yield Challenge saw consistency, increased yield and ROI.
- **BASF offered 0% APR financing** on all participating BASF crop protection, seed treatment and seed brands again, continuing its commitment to affordable solutions for farmers. **Key takeaway:** By expanding its [Grower Finance Program](#), BASF is allowing growers more flexibility and opportunity when planning for 2026.
- **Launch of [Zorina™ fungicide](#)**, designed to tackle today's toughest disease challenges. Zorina fungicide combines the proven white mold performance of Endura® fungicide with the long-lasting, broad-spectrum control of Revyso® fungicide. **Key takeaway:** Farmers get reliable disease protection across soybeans, canola and dry beans, helping maximize yield potential with a single, powerful solution.
- **Liberty® ULTRA herbicide was applied across 60 million acres of canola, corn, cotton and soybeans in its launch year.** Farmers and retailers gained first-hand experience with Liberty's 20% better weed control over generic glufosinate thanks to the Liberty Lock Formulation. **Key takeaway:** Beginning in 2026, Liberty ULTRA will feature an increase in its use rate structure, increasing application flexibility.

- **Surtain® herbicide delivered one of the largest corn PRE herbicide launches in the last 25 years** (according to market data). In its first year in-field, Surtain herbicide was distributed on nearly two million acres to help farmers control Palmer amaranth, waterhemp and grass species. **Key takeaway:** Performance was excellent, even across weather variabilities for pre-emergence control of tough-to-control weed species.
- **Introduced six new FiberMax® and Stoneville® cotton seed varieties**, expanding the FiberMax and Stoneville cotton seed portfolio to a total of 13 varieties. **Key takeaway:** All new varieties for 2025 include Axant™ Flex herbicide tolerance technology and three-gene insect control with TwinLink® Plus trait.
- **Opened the [FiberMax® One Ton Club™](#) Sweepstakes for the 21st year**, providing farmers who yield a ton or more of FiberMax cotton during the 2025 season a chance to join the exclusive One Ton Club and a chance to win impressive prizes, like a two-year lease on a Ford® Super Duty® F-350 Lariat® truck.
- **BASF hosted the [Biofuels Summit](#) in February**, welcoming over 60 representatives from the renewable fuels, sustainability and agriculture industries to the BASF Center for Sustainable Agriculture. Attendees discussed the need for coupling [climate-smart agriculture](#) with value chains, such as biofuels, sustainable aviation fuels and chemicals, and how this growing market will shape the outlook for the agriculture industry.
- **BASF welcomed 74 cotton farmers and their families across five meetings** in December, January and February to share the results from over 200 [Agronomic Performance Trials \(APT\)](#). The farmers in attendance participated in the trials and helped plant, grow and harvest BASF test plots for cotton seed. These trials help BASF determine which varieties of FiberMax® and Stoneville® cotton seed to advance for the following year.

BASF engages regularly with retailers and farmers and dedicates 11 cents of every dollar earned to research and development, underscoring its commitment to continuous innovation in agricultural solutions. This investment supports a robust pipeline of integrated solutions, including next-generation seed traits, biologicals and advanced crop protection products, aimed at enhancing flexibility and performance for farmers. To learn more about BASF innovation, visit agriculture.basf.us.

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About the BASF 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 €919 million in 2024, we 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 2024, our division generated sales of €9.8 billion. For more information, please visit www.agriculture.basf.com or our social media channels.

About BASF

BASF Agricultural Solutions US LLC, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,000 employees in North America and had sales of \$19.7 billion in 2024. For more information about BASF's North American operations, visit www.basf.com/us.

At BASF, we create chemistry for a sustainable future. Our ambition: We want to be the preferred chemical company to enable our customers' green transformation. 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, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of €65.3 billion in 2024. 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.