

150 years



# News Release

## **BASF expands its rice product portfolio with tailor-made, innovative fungicide formulation Seltima®**

- **Product specifically developed for application in paddy rice**
- **Now available in Indonesia with launches to follow in key rice producing countries worldwide**

East Java, Indonesia, March 20, 2015 – BASF has officially launched Seltima®, a fungicide designed to support farmers to produce high quality rice more efficiently. The special innovation aspect is its encapsulation technology that ensures a controlled release of the active ingredient. This allows a higher and long lasting product performance and better protection of the environment surrounding the plant. Available now in Indonesia, Seltima will be launched in other key rice producing countries in the near future.

### **Better crop protection with AgCelence® benefits**

Seltima was specifically developed to offer rice farmers a highly effective solution to protect their plants from fungal diseases, while preserving the aquatic environment. Its special encapsulation technology ensures a precise release of the blockbuster active ingredient F 500® directly on the rice leaf surface, where it acts. Such encapsulation technology considerably improves the toxicological profile of the product compared to conventional formulations and is a result of the BASF know-how Verbund.

Seltima is also part of BASF's AgCelence portfolio: aside from disease protection, it also promotes benefits such as higher rice yields and better grain quality. The product helps rice plants to stay healthier with

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greener leaves, reducing the negative impact of heat stress. “Seltima is a perfect example of our commitment to go the extra mile for farmers. This is about delivering a solution that protects the rice plant, achieves higher, qualitative yields, and allowing our customers to produce better food in a safer environment”, said Antonio Parenti, Global Marketing Manager Seltima at BASF Crop Protection.

### **Supporting Indonesia’s goal to become self-sufficient in rice production**

For the Indonesian launch of this new formulation technology, BASF hosted a Rice Innovation Experience Tour with over 400 farmers as well as experts from academia and local government this week. “After I used Seltima, the stems of my rice plants became stronger and I observed better filled grains at harvest”, said Mr. Suhardi, a local farmer from Jombatan sub district in East Java, who had tried the product in his fields and shared his first positive results.

“BASF partners with farmers. We are excited to be able to do our part to support Indonesia’s journey to self-sufficiency for its rice production. Innovations like Seltima will contribute to a better outcome and help to improve the quality of life of local rice farmers and their communities,” said Leon van Mullekom, Business Director Southeast Asia, BASF Crop Protection.

After its debut in Indonesia, Seltima is scheduled to be available for the 2015 season in Vietnam, the Dominican Republic and Guatemala.

### **About BASF’s Crop Protection division**

With sales of more than €5.4 billion in 2014, BASF’s Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as innovations to manage nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF Crop Protection is a leading innovator that partners with growers to protect and enhance crop yields, enabling them to produce high quality food more efficiently. By delivering new technologies and know-how, BASF Crop Protection supports growers to make a better life for themselves, their families and communities. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or on our [social media channels](#).

**About BASF**

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).