

News Release

BASF launches Ventigra insecticide to combat increasing pest pressures

RESEARCH TRIANGLE PARK, NC, March 19, 2019 – BASF’s newest insecticide for the ornamentals market, Ventigra™ insecticide, is now available. With a unique mode of action, it will be an excellent resistance management tool for nursery and greenhouse growers, providing precision-targeted pest management of piercing-sucking insects like whiteflies, aphids, mealybugs and scales.

“Today’s growers face increasing pest pressures as well as widespread insecticide resistance from overuse of current products,” said Dave Poling, U.S. Marketing Manager, Professional & Specialty Solutions, BASF. “Ventigra insecticide is a precise, powerful and progressive pest management solution that delivers results, helping growers maintain sustainable practices and produce high quality plants.”

Ventigra insecticide’s chemistry and unique formulation work by moving through the leaf to control pests that live and feed on the underside of leaves, providing exceptional activity. Its fast onset of action causes insect feeding to quickly stop, limiting the spread of plant damage and transmission of viral pathogens, while also delivering long residual control. In addition, Ventigra insecticide works alongside beneficial insect populations like pollinators and predatory mites in grower operations and is not expected to have long term impact on bee populations, including colony health and development.

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“Ventigra insecticide provides quick knock-down of aphid and whitefly populations,” said JC Chong, Extension Specialist, Turf and Ornamentals Entomology, Clemson University. “When applied at the label rates, it significantly reduced the numbers of aphids and whitefly nymphs within three days of application – providing at least 28 days of control for both pests.”

Growers can learn more about Ventigra insecticide [here](#).

Always read and follow label directions.

Ventigra insecticide may not be registered for sale or use in all states. Please check with your state or local Extension Service. Ventigra is a trademark of BASF. © 2019 BASF Corporation. All rights reserved.

About BASF’s Agricultural Solutions division

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That’s why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2018, our division generated sales of €6.2 billion. For more information, please visit www.agriculture.basf.com or any of our social media channels.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 20,000 employees in North America and had sales of around \$19.7 billion in 2018. For more information about BASF’s North American operations, visit www.basf.com.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.