



We create chemistry

News Release

BASF launches Operation Weed Eradication to help growers eliminate weeds

As weed resistance continues to rise, BASF partners with growers and industry leaders to promote change in weed management behaviors

RESEARCH TRIANGLE PARK, N.C., September 24, 2019 — BASF launched a new industry-wide initiative to eliminate on-farm weeds. Operation Weed Eradication calls on growers and partners to take action against troublesome weeds in their fields, through cultural practices, chemical control and enhanced diligence.

Research by Stratus Ag shows that nearly 75 percent of growers nationwide are dealing with glyphosate-resistant weeds in their fields and today's management practices are not sustainable for long-term control of problem weeds such as pigweed.

“Our approach to on-farm eradication will uproot problem weeds and help secure a sustainable farming future that builds a successful legacy for seasons and generations to come,” said Scott Kay, Vice President U.S. Crop, BASF Agricultural Solutions. “Weed eradication will be a personalized, tailored journey for each grower with different start and end points. BASF will support growers with expertise and continuous innovation to support this journey.”

Media Relations contact
Odessa Hines
Phone: 919-886-8081
odessa.hines@basf.com

BASF Corporation
2 TW Alexander Drive
RTP, NC 27709
www.basf.com

Operation Weed Eradication takes a balanced approach of utilizing cultural practices such as conventional tillage, chemical control such as rotating chemistries, and eradication diligence such as hand weeding to help growers eradicating troublesome on-farm weeds.

In the coming months, BASF will assemble a coalition of industry leaders, develop a specific eradication customer offering and launch an educational initiative to support its efforts with Operation Weed Eradication.

For more information, including press photos, a fact sheet and a pledge for growers to join the effort, please visit OperationWeedEradication.com.

BASF does not guarantee or warrant that its products and/or services will achieve on farm weed eradication as they are only a part of a holistic approach of cultural, mechanical, chemical and on farm diligence.

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 \$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 exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.