



We create chemistry

# News Release

## **BASF launches 2020 Agronomic Advantage program**

RESEARCH TRIANGLE PARK, NC, October 18, 2019 – BASF has launched 2020 Agronomic Advantage, a new grower-focused program that offers both flexibility and rewards. Through 2020 Agronomic Advantage, growers have the freedom to choose products and practices that help mitigate yield-impacting challenges like weed resistance. BASF is committed to helping growers find customized solutions by developing a plan with their local agronomists, BASF authorized retailers or other local BASF representatives.

“Growers are increasingly dealing with challenges that are out of their control, such as flooding and drought,” said Scott Kay, Vice President of U.S. Crop, BASF Agricultural Solutions. “To help them face these challenges, BASF now offers growers a program with the ability to choose what works best for them on their fields. With 2020 Agronomic Advantage, growers can decide which solution makes sense for the long-term success of their operation.”

Running through September 30, 2020, the program offers products across many different sites of action. Layering sites of action is critical to preventing weed resistance. Products supported through the program include:

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BASF Brand	Site of Action
Armezon <sup>®</sup> herbicide	27
Armezon PRO herbicide	15, 27
Basagran <sup>®</sup> 5L herbicide	6
Beyond <sup>®</sup> , Raptor <sup>®</sup> , Cadre <sup>®</sup> , Newpath <sup>®</sup> , Pursuit <sup>®</sup> herbicide	2
Clearpath <sup>®</sup> herbicide	2, 4, 26
Engenia <sup>®</sup> , Clarity <sup>®</sup> herbicide	4
Facet <sup>®</sup> L herbicide	4, 26
Liberty <sup>®</sup> , Rely <sup>®</sup> herbicide	10
Outlook <sup>®</sup> herbicide,	15
Poast <sup>®</sup> , Provisia <sup>®</sup> herbicide	1
Prowl <sup>®</sup> H2O, Prowl 3.3 EC herbicide	3
Sharpen <sup>®</sup> , Treevix <sup>®</sup> herbicide	14
Status <sup>®</sup> , Distinct <sup>®</sup> herbicide	4, 19
Varisto <sup>®</sup> herbicide,	2, 6
Verdict <sup>®</sup> herbicide	14, 15
Zidua <sup>®</sup> herbicide	15
Zidua PRO herbicide	2, 14, 15

Across trait platforms and seed brands, the program incentivizes growers for making the right agronomic choice for the overall profitability of their acre. When it comes to product selection, BASF makes herbicide and seed decisions simple by offering a range of options within the program. Growers can invest in their fields how they want, and can participate in the program by:

- Purchasing two participating BASF herbicides and matching acres, which will earn them 50 cents per acre. Additional herbicide purchases and matched acres will also earn 50 cents per acre. Nearly all BASF-branded herbicides are included in the program.
- Purchasing Credenz<sup>®</sup> seed and two BASF qualifying soybean herbicides, which may earn growers \$2 per acre.
  - Participating brands include: Credenz seed, Engenia herbicide, Liberty herbicide\*, Outlook herbicide, Prowl herbicide, Verdict herbicide, Zidua SC herbicide, Zidua PRO herbicide and Zidua WG herbicide.
- Purchasing InVigor<sup>®</sup> canola seed and Liberty herbicide, which may earn growers \$50 per seed unit.
- Purchasing FiberMax<sup>®</sup> and/or Stoneville<sup>®</sup> cotton seed and Engenia and/or Liberty herbicide, which may earn growers \$6.40 per acre with the opportunity to earn an additional \$.50 per acre with each added BASF herbicide.

*Refer to full program terms and conditions for further details.*

“As opposed to outcome-based grower programs that have recently hit the market, BASF’s 2020 Agronomic Advantage offers flexibility and the ability to earn rewards based on agronomic needs,” Kay said. “When growers continue to work with their BASF-authorized retailers and other representatives, they’ll see their hard work rewarded in a completely new way.”

For more information about the 2020 BASF Agronomic Advantage, visit [AgronomicAdvantage.com](http://AgronomicAdvantage.com).

Excludes private-label Clarity® herbicide, Optill® herbicide and Poast® herbicide. Refer to full program terms and conditions for further details. Visit [www.AgronomicAdvantage.com](http://www.AgronomicAdvantage.com) for full list of participating BASF herbicides.

Liberty herbicide and/or Engenia herbicide are required in order to earn incentive.

**Always read and follow label directions.**

Armezon, Armezon PRO, Basagran 5L, Beyond, Cadre, Clarity, Clearpath, Credeuz, Distinct, Engenia, Facet L, FiberMax, InVigor, Liberty, Newpath, Optill, Outlook, Poast, Provisia, Prowl, Pursuit, Raptor, Rely, Sharpen, Status, Stoneville, Treevix, Varisto, Verdict, Zidua SC, Zidua PRO, and Zidua WG are registered trademarks of BASF.

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**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](http://www.agriculture.basf.com) or any of 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. 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](http://www.basf.com)