



We create chemistry

News Release

BASF's xarvio announces new digital farming collaboration with WinField United

RESEARCH TRIANGLE PARK, NC, November 4, 2019 – BASF and WinField® United, the crop inputs and insights business of Land O'Lakes, Inc., entered a new collaboration that will make it easier for growers and retailers to access digital farming solutions across multiple platforms.

The two companies will establish a single sign-on connection from WinField United's ATLAS® platform to the BASF xarvio™ digital platforms, starting with xarvio SCOUTING, a mobile application that can quickly identify weeds and diseases with a click of a smartphone. Over time, growers and retailers will also have the ability to synchronize data between the xarvio and WinField United platforms, saving time with data entry while combining agronomic insights into one place.

"Given the tremendous workloads retailers and growers carry out, both groups will be pleased with the ease of use made possible through this collaboration," said Paul Rea, Senior Vice President, BASF Agricultural Solutions North America. "WinField United customers will be able to utilize xarvio systems without having to create new credentials, enhancing their experience with both platforms."

Leading in advanced analytics and agronomic artificial intelligence, xarvio products help growers optimize crop production efficiency and improve their bottom line, while

Media Relations contact
Odessa Hines
Phone: 919-547-2808
Odessa.Hines@basf.com

BASF Corporation
2 TW Alexander Drive
Research Triangle Park, NC 27709
www.bASF.com

providing growers with field-level and zone-based solutions. Farmers will be able to access this information through their retailer's ATLAS portal. ATLAS, WinField United's online retail portal, allows retailers to tailor data, insights and other pertinent information to their farmers through their branded website. Together, xarvio and ATLAS will enhance data standardization and synchronicity to increase the overall performance of the digital ag tools.

"As a farmer-owned co-op, we are always pushing the envelope to bring new solutions that offer distinct value and benefits to our members," said Teddy Bekele, Chief Technology Officer, Land O'Lakes. "Interaction between these platforms can augment field activities by helping retail agronomists advise the community of growers they work with to help address growers' most urgent needs."

The two companies are planning to expand the agronomic data links between xarvio and WinField United platforms through application programming interface (API). This function would allow for the user's xarvio SCOUTING data to consolidate into new insight offerings for ATLAS users, such as providing regional-level risk and heat maps to help growers stay on top of pest pressure in their area.

The single sign-on connection will be available to ATLAS users in time for the 2020 growing season. For more information, visit xarvio.com or winfieldunited.com.

xarvio is a trademark of BASF. ATLAS is a registered trademark of Winfield United. Winfield is a registered trademark of Land O'Lakes, Inc.

About xarvio™ Digital Farming Solutions

xarvio is at the forefront of the digital transformation of agriculture optimizing crop production. xarvio offers digital products, based on a global leading crop model platform, which deliver independent field-zone-specific agronomic advice enabling farmers to produce their crops most efficiently and sustainably. The xarvio products SCOUTING and FIELD MANAGER are being used by farmers in more than 100 countries worldwide.

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 Depository Receipts (BASFY) in the U.S. Further information at www.bASF.com.