

# News Release

## **BASF welcomes university agronomists to guide Operation Weed Eradication localized approach**

RESEARCH TRIANGLE PARK, N.C., January 21, 2021 – As farmers gear up for the 2021 growing season and start planning out their weed control program, BASF announces the addition of four university extension agronomists and notable weed scientists as advisors for the Operation Weed Eradication coalition. Operation Weed Eradication is BASF's mission to enlist tough-minded farmers and industry leaders to take the approach that the last weed standing is the strongest, most capable and the most genetically resistant weed on the farm.

The university agronomists will assist the coalition by providing insights on weed control strategies that include diverse practices that farmers can do to improve the control of Palmer amaranth and waterhemp. The advisors include:

- Dr. Charlie Cahoon, North Carolina State University
- Dr. Stanley Culpepper, University of Georgia
- Dr. Prashant Jha, Iowa State University
- Dr. Bryan Young, Purdue University

These advisors will provide recommendations to the Operation Weed Eradication coalition based on weed control research, farmer insights and a wealth of previous experience with these weeds.

“We are excited to add these four outstanding university experts,” said Nick Fassler,

BASF Technical Marketing Group Manager. “They will be a valuable resource to the coalition as we drive an on-farm pigweed eradication mindset for a more sustainable future.”

Operation Weed Eradication takes a balanced approach of utilizing cultural practices such as tillage and cover crops, chemical control such as layering residuals and using herbicides with multiple sites of action, and eradication diligence such as managing weeds around field edges to help growers eradicate Palmer amaranth and waterhemp from their fields.

More information on this industry wide initiative can be found at [operationweederadication.com](http://operationweederadication.com).

#### **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 2019, our division generated sales of €7.8 billion. For more information, please visit [www.agriculture.basf.com](http://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 18,800 employees in North America and had sales of \$18.4 billion in 2019. For more information about BASF's North American operations, visit [www.basf.com/us](http://www.basf.com/us).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 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 €59 billion in 2019. 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).