

# Press Release



## BASF focuses on the promise of a sustainable future in crop protection

The company kicks off milestone anniversary year at Commodity Classic 2015 PHOENIX, February 25, 2015 – 2015 marks the 150th anniversary of BASF and BASF Crop Protection kicked off the anniversary year in the U.S. with the 9th annual media symposium, the Science Behind the Right Chemistry, at Commodity Classic in Phoenix, Arizona.

The company, which was founded in 1865 as Badische Anilin- und Soda-Fabrik in Ludwigshafen, Germany, has played a key role in turning family farms into the modern operations they are today.

From developing ammonia synthesis processes to obtaining the industry's first Plant Health label, BASF is a leader in providing innovative solutions to growers.

"Conscientious care toward the environment and society are two of the reasons for our long-term success," said Paul Rea, Senior Vice President, Crop Protection, North America, BASF. "Sustainability is a core value that has supported our growth since 1865 into the world's largest chemical company, and will take us into the next 150 years."

### Innovative Solutions for Agriculture

From 2015 to 2019, BASF Crop Protection plans to introduce 45 new products to help growers increase yield potential and grow healthier, more abundant crops. More than \$1.5 million is invested daily into research and development to make those introductions possible. These new products will be part of a robust portfolio of industry-leading products that includes **Priaxor**® fungicide, **Xanthion**™ In-furrow fungicide, **Limus**® nitrogen management, **Kixor**® herbicide technology, and **Engenia**™ herbicide, which will be BASF's most advanced formulation of dicamba. Engenia herbicide is expected to receive U.S. Environmental Protection Agency (EPA) registration this year.

"The innovations from BASF help our customers meet these challenges, and continually improve sustainability," Rea said. "Our goal is to be there alongside our customers today, tomorrow and 150 years from now."

Always read and follow label directions.

Engenia and Xanthion are trademarks of BASF.

Limus, Kixor and Priaxor are registered trademarks of BASF.

### About BASF's Crop Protection division

With sales of more than €5.2 billion in 2013, BASF's Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as solutions to manage water, nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF's Crop Protection division is a leading innovator that supports growers to optimize agricultural production, improve their

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## **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,000 employees in North America, and had sales of \$19.3 billion in 2013. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

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