

# Press Release



## BASF wins two 'Product of the Year' awards by No-Till Farmer magazine

For more information contact:

Sharon Hall  
BASF Corporation  
Tel: (919) 547-2991  
E-mail: [sharon.hall@basf.com](mailto:sharon.hall@basf.com)

Headline AMP® fungicide and Sharpen® herbicide receive top recognition from No-Till Farmer readers

RESEARCH TRIANGLE PARK, N.C., January 16, 2015 – BASF was recognized as the winner of two 'Product of the Year' awards at the 23rd Annual National No-Tillage Conference in Cincinnati. **Headline AMP®** fungicide won for the ninth consecutive time in the fungicides category, and **Sharpen®** herbicide won for the second consecutive time in the herbicides category.

"**Headline AMP** fungicide continues to be the fungicide market leader for corn growers, delivering more bushels per acre than any other product on the market," said Caren Schmidt, Ph.D., Technical Marketing Manager, BASF. "**Headline AMP** fungicide has set the industry standard for disease control and Plant Health in corn crops."

On-farm field trials from 2013 show **Headline AMP** fungicide delivers 11.7 bu/A more than untreated corn. In addition, 83 percent of the National Corn Growers Association's (NCGA) 2013 National Yield Contest Winners used a BASF fungicide on their operation in 2013.

**Sharpen** herbicide drives burndown of tough weeds three-to-five times faster than 2,4-D or glyphosate – an important feature for many no-till growers.

**Sharpen** herbicide is powered by **Kixor®** herbicide technology, which features a unique chemistry that provides foliar and soil activity on today's toughest weeds.

"An effective burndown is important for fighting resistant weeds in no-till fields," said Mark Oostlander, Technical Market Manager, BASF. "**Sharpen** herbicide controls over 70 broadleaf weeds, including glyphosate-resistant weeds, and gives growers a clean start so they can stay clean throughout the season and increase yield potential."

The No-Till Product of the Year award winners are selected each year by No-Till Farmer readers. No-till and conservation tillage growers vote for the products most valuable to their farming operation in 13 different categories, including fungicide and herbicide products of the year.

Always read and follow label directions.

Headline AMP, Kixor and Sharpen 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 business efficiency and enhance the quality of life for a growing world population. Further

BASF Corporation  
26 Davis Drive  
Research Triangle Park, NC 27709  
<http://agproducts.basf.com>

information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or through 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 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 112,00 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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