

# Press Release



## **BASF launches Maglis, a new online platform to help farmers improve crop management**

- >> New platform represents the evolution of Grow Smart™ market approach in the U.S.**
- >> Maglis developed in cooperation with farmers and agricultural experts around the globe**

NEW ORLEANS, March 3, 2016 – BASF today announced the global launch of Maglis™, an online agricultural platform designed to help farmers manage crops more effectively and efficiently.

Connecting technology, data and people, Maglis allows farmers to gather, interpret and monitor a range of crop-related data that helps them make better agronomic decisions.

“Farming is a dynamic business that requires the management of a wide range of data,” said Paul Rea, Senior Vice President, Crop Protection, North America, BASF. “Through Maglis, BASF will work with farmers to further personalize their experience, and enable them to develop a complete plan tailored for each growing season, and ultimately achieve their operational goals.”

Maglis represents a further example of how Grow Smart™ helps BASF engage with farmers to maximize yield and performance. Incorporating Maglis into planning will further personalize the grower experience while enabling them to optimize production decisions, inputs and practices for a complete plan tailored for that growing season.

“Through our partnership with farmers, Grow Smart offers a comprehensive approach to help our customers be more successful,” Rea said. “Maglis represents a practical, grounded tool that fully captures this approach to ultimately help farmers achieve their operational goals.”

The initial launch of Maglis IT platform is focused in North America. In the U.S., Maglis Customer Navigator allows BASF innovation specialists to partner with farmers to analyze and generate tailored plans to address individual crop priorities, such as yield optimization, risk reduction and efficiency improvements.

Through Maglis Customer Navigator, BASF Innovation Specialists can guide crop-related discussions with farmers, providing a platform to offer better agronomic advice. During these discussions, farmers gain more insight critical to both big-picture and field-specific farm decisions.

“Every day I strive to better connect with farmers to understand the issues that matter most to them,” said Neil Doherty, Innovation Specialist, BASF. “With Maglis Customer Navigator, I can have stronger, more impactful conversations with farmers, and together we can form a specific crop recommendation to help that farmer achieve maximum success.”

In addition to bringing value to farmers in the field, the Maglis Customer Navigator also benefits channel and retail partners. With the tool, BASF Innovation Specialists have the ability to include proprietary products, including adjuvants and retail-branded active

**For more information contact:**

Barbara Aguiar  
BASF Corporation  
Tel: (919) 547-2305  
E-mail: [barbara.aguiar@basf.com](mailto:barbara.aguiar@basf.com)

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

ingredients, in the farmer's crop recommendation. A crop recommendation can be sent directly to the retailer, creating awareness with the retailer on product recommendations. With a complete, traceable crop recommendation, clear alignment is formed between the BASF Business Representative, Innovation Specialist and the local retailer.

The Maglis IT platform is in the pilot phase in Canada:

**Maglis Crop Plan** is a convenient and efficient way for farmers to monitor and manage field activities. It connects information about local weather, soil conditions and weed, disease and pest warnings for farmers' individual plans.

**The Maglis Sustainability Assessment** helps farmers to become more resource efficient. It demonstrates the impact of practices such as business profitability, soil health and biodiversity. Farmers can count on a comprehensive analysis of their operations from planning through harvest and will be able to compare their production practices to other benchmarks.

Further tools are under development and scheduled for launch in several other countries in the near future.

For more information, please visit [www.maglis.basf.com](http://www.maglis.basf.com).

Grow Smart and Maglis are trademarks of BASF.

### **About BASF's Crop Protection division**

With sales of more than €5.8 billion in 2015, BASF's Crop Protection division provides innovative solutions for agriculture, turf and ornamental plants, pest control and public health. Our broad portfolio of active ingredients, seed treatments, biological controls, formulations and services optimizes efficient production of high quality food and protects against post-harvest loss, damage to buildings and the transmission of disease. By delivering new technologies and know-how, BASF Crop Protection supports the effort of growers and pest management professionals to make a better life for themselves and society. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or on 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 112,000 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 five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information at [www.basf.com](http://www.basf.com).

All Rights Reserved. 15-MKT-141-mnr-2