

Growers Report Success With Priaxor™ Fungicide Despite 2012 Growing Season Challenges

Latest BASF fungicide helps growers prepare for a successful 2013

RESEARCH TRIANGLE PARK, NC

With a record-breaking drought and soaring soybean prices in the rearview mirror, growers who used Priaxor™ fungicide in 2012 plan to build on their success in 2013 by controlling disease, improving Plant Health and helping driving yield with the latest BASF fungicide.

Disease protection

The hot, dry weather in 2012 plus disease stress threatened many soybean fields across the United States. Three years of research shows the long-lasting preventative and post-infection disease control of Priaxor fungicide – and growers agree.

“In August, there was disease prevalent in the neighborhood that showed up at the time, however it did not show up in my acres treated with Priaxor fungicide – I believe Priaxor fungicide mitigated the drought stresses better than untreated or even competitive products,” Iowa grower Steve Anderson said.

According to Gary Fellows, Ph.D., Technical Market Manager, Plant Health, BASF, Priaxor fungicide extended the longevity of disease control, helping protect the soybeans from the onset of disease pressure.

“Priaxor fungicide, which is a ratio of two-parts F500® fungicide and one part Xemium® fungicide, delivers continuous protection against a broad spectrum of diseases,” said Fellows.

Yield you can see

Priaxor fungicide provides disease control and Plant Health benefits that help lead to maximum yield potential. In 2012, growers saw this yield potential in their fields with plants looking healthier and having higher quality stands than non-treated acres.

Like many growers, Anderson is always looking to improve his bottom line. In 2012, Anderson reported that Priaxor fungicide returned more bushels per acre than anything he'd ever used. In Indiana, David Duttlinger saw a significant increase in his soybean yield with Priaxor

fungicide compared to his non-treated acres as well as an increase when compared to another conventional fungicide – making it a strong investment.

Looking ahead

Many growers who tried Priaxor fungicide were looking for an improved mode of action to move them into the future of fungicide control.

“Farmers are always looking for new chemistry, new ways to help our bottom line and BASF has moved us in that direction with this product,” Arkansas grower Ron Holthouse said. “This product is really moving us in the direction we need to go in agriculture.”

Nothing is certain for 2013, except that growers can manage their farms to be in the best position to succeed despite precipitation, weather and disease – and Priaxor fungicide is a key tool for soybean growers.

“After my very positive response this year, Priaxor will be the only fungicide that I use on all my soybean acres in 2013,” Anderson said.

For more information on BASF Crop Protection products, visit <http://agproducts.basf.us>, like us on Facebook and follow us on Twitter.

About the Crop Protection division

With sales of € 4.1 billion in 2011, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at www.agro.basf.com or follow us on twitter: www.twitter.com/basfagro. Δ



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