

# Kip Cullers Showcases Leading Technology At Largest Field-Day In Missouri History

## BASF Co-Sponsor Of Landmark Event

**PURDY, MO.** He's the grower who put Southwest Missouri on the map with back-to-back world soybean yield championships and numerous National Corn Yield Contest wins. And this week he's giving thousands of growers a first-hand look at how yields that were previously thought

and 4 to 8 bu/A yield advantage in soybeans in thousands of field trials over the past few years. "Of course, Kip achieved much more than the average," says Dennis Belcher, Ph. D., BASF Technical Services Representative based in Missouri. "That's significant at a time when demand for grain is at an-all time high,



Growers from all over the country came to view Kip Cullers' test plot, and to learn tips from Cullers on how to increase their yield.

Kip Cullers speaks to the media about his back-to-back world soybean yield championship wins, to which he credits Headline.



impossible are within reach for any grower who uses leading technologies and careful management of their fields.

"Ever since I broke the world record for soybean yields in 2006 I've had a steady stream of requests to visit the farm," said Kip Cullers, who co-owns K&K Farms near Purdy, Missouri. "But this is the first time we've opened it up to so many growers – all interested in how to increase their yields."

Cullers, who manages more than 5,000 acres of corn and soybeans, believes there's a simple formula any grower should follow to get the most out of their acres: plant the right genetics, and be proactive about protecting the crop throughout the season from weeds, diseases and insects. That's the advice he was giving out today as the first wave of growers boarded trams for the field days that continues until Thursday.

It's advice that Cullers has proven works. While not as well known as his world record, Cullers achieved a 74 bu/A average soybean yield across his farm last year – almost double the Missouri state average. His corn did just as well.

"That's no accident," says Markus Heldt, Group Vice-President, BASF. "Kip understands that it takes season-long vigilance in protecting his crops and he applies that to routinely double the kind of yields seen by other farms in his area. We're very pleased that he chooses the BASF portfolio of crop protection innovations to help him manage his fields and get the most of out every acre – including, but not limited to, his record-breaking fields."

Leading BASF crop protection technologies were on display during the field tour, including the flagship product, Headline® fungicide. Controlling diseases, Headline has delivered a consistent 12 to 16 bu/A yield advantage in corn

particularly after flooding in many areas of the Midwest earlier this season."

The respect is mutual as Cullers has come to count on Belcher for advice over the years.

"Dennis is one of the people I trust to give me sound agronomic advice," said Cullers. "I know when I have a question, he's just a phone call away. Dennis is very responsive and will come out to look at a field on short notice."

Cullers acknowledges that he's also faced weather challenges this season and is convinced Headline will make the difference.

"The weather increased disease pressure everywhere and added a lot of stress to the crops," said Cullers. "To me, applying Headline was more important this year than ever. The last thing my soybeans or corn needed was to have to handle diseases too. It's where you really see the importance of Plant Health."

Several other crop protection products from BASF are also being showcased to growers this week, including Respect® insecticide, and Status® herbicide, Prowl® H2O herbicide and Extreme® herbicide. These products have all been part of Cullers' efforts to maximize yield and win contests in past years.

In addition, Kixor™ herbicide, a new product in development by BASF but not yet registered by the Environmental Protection Agency (EPA), is being evaluated in field trials this summer, with one location at Culler's farm.

Pioneer Hi-Bred partnered with BASF to sponsor the week. Cullers grows 8 Pioneer genetics in all his award-winning fields and throughout his farm. Pioneer seed technology, new hybrids and varieties were introduced on the tour.

For more information about the BASF portfolio of crop protection products, visit [www.ag-products.basf.com](http://www.ag-products.basf.com). Δ