

MAKE IT BETTER.

Last year, in assessing the state of the industry, BASF Professional Turf made a public commitment to the turf industry. We told you then that every time someone from BASF interacted with the industry, it would be with a single goal in mind—to make it better.

Looking back on the year gone by, we believe we've gone a long way toward delivering on that promise. That's not to say our work is done. Far from it. By seeing how we can really make a difference to you and your colleagues, we're more energized than ever. So, as we kick off another year of serving the needs of turf professionals, we've asked the leaders of the BASF Professional Turf team to share their thoughts regarding some of the significant contributions BASF has made in the past year to make it better.



Bill Baxter—Business Manager, Pest Control, Turf & Ornamental

Last year I asked everyone to embrace the challenges facing the turf industry, and I've been gratified to see that spirit take hold throughout the turf marketplace. To meet our obligation, BASF has continued to apply resources toward the development of new products, as well as improvements of existing products. The recent introduction of **Pendulum® AquaCap™** and the introduction of **Plateau® DG herbicide** and **Sahara® DG herbicide** in the turf market are just a few examples. In the past year, BASF Professional Turf has made a sizable investment in people, materials and customer-oriented, value-added programs, all designed to reconfirm our long-term commitment to "make it better."

William Strickland—Marketing Manager, Herbicides & Soil Fungicides

We're making a major effort to enhance communication among superintendents and to raise the level of visibility of our industry as a whole.

Specifically, we continue to sponsor the Golf Course Superintendents Breakfast at GCSAA to support and encourage creativity and communication among superintendents. By giving superintendents the opportunity to share innovative, new ideas, everyone involved helps "make it better."

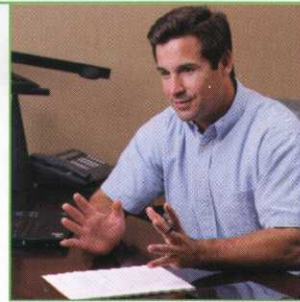
We're also committing more resources to training, such as the **Basamid® Granular Soil Fungigant Stewardship Program**. To make sure **Basamid** users have improved use directions and increased communication and product support from BASF, we're offering extensive training available through distributors and soon, over the Internet. In the end, we believe we've made it easier for superintendents to successfully renovate.

BASF also rewards loyal users and distributors through the Green Connection™ Program—adding even more value to some of the best values in the turf industry. The Green Connection program gives **Pendulum® preemergent herbicide** an even greater price advantage relative to other products, making it the clear choice for distributors and superintendents alike.

Finally, in response to specific customer requests, BASF has launched **Pendulum AquaCap**—an encapsulated, water-based formulation of the industry's leading preemergent herbicide that eliminates odor, reduces staining and increases ease of handling.

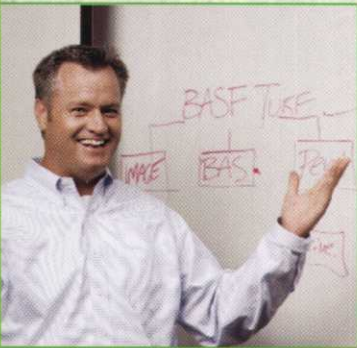
Greg Thompson— Marketing Manager, Fungicides

As BASF Professional Turf prepares to enter the fungicide market in a big way, we've spent the better part of the past year listening to turf professionals. We've initiated over 80 trials with 22 university cooperators, as well as over 130 EUP trials at golf courses across the country. We've also conducted numerous focus groups and input sessions with superintendents and distributors to learn how



we can best meet market needs. Finally, we're active members of the Fungicide Resistance Action Committee and strongly support the responsible use of fungicides with an eye toward sustainability.

Meanwhile, we've drawn upon the internal knowledge found at BASF—the largest fungicide manufacturer in the world—and the numerous fungicides BASF currently markets in the crop, ornamental and nursery markets. We believe that all of this knowledge will help us effectively steward the many new fungicides BASF is preparing to introduce to the market in a manner that will "make it better" for all of us.



Derek Miller—Marketing Communications Manager, Pest Control, Turf & Ornamental

At BASF Professional Turf, we're taking a proactive communications approach toward ensuring that our products are used in a manner that enhances performance, reduces risk and protects the environment.

For instance, we now distribute the award-winning, monthly e-newsletter, *Growing Trends*, that provides useful information and industry news in a timely fashion. Earlier this year, we also finished an extensive overhaul of our Web site, www.turffacts.com, that makes the site both easier to use and far more useful to turf professionals. In fact, all of our communications efforts in the last year have been designed to not only promote the specific benefits of BASF products, but to promote best industry practices and continued education among turf professionals.

In addition, BASF Professional Turf representatives recently participated in the

"Day on the Hill" event in Washington, which was organized to promote the welfare and interests of the turf industry before Congress. This proactive effort helps the turf industry gain some vital, top-of-mind attention among lawmakers. BASF representatives have also volunteered their time to consult with groundskeepers at Arlington National Cemetery, making a contribution to the continuing upkeep of this important national site.



Allison Moskal—National Sales Manager, Turf & Ornamental

The most notable development on the sales side is that we've doubled the sales force, so there are now twice as many BASF Professional Turf representatives on the ground to better service superintendents and our channel partners alike. With the help of those additional representatives, we've initiated, conducted and summarized more than 130 EUP trials for BASF fungicides that are expected to reach the market in the near future. These trials help determine the best practices and ensure the best results for users when these products become available for use. Plus, they provide valuable education to the distributors and superintendents who participated.

We've also greatly enhanced the training of end users *and* our own sales force. All of our representatives underwent an intensive training program designed to help them become better attuned to the needs of their customers. By running their own simulated "businesses," representatives learned firsthand about the tough decisions, challenges and pressures facing

superintendents and channel partners. We've also made a strong commitment to sharing what we know with our customers and channel partners in the form of hundreds of formal and informal training sessions coast to coast, including accredited CEU programs.

Rich Kalik—National Accounts Manager, Turf & Ornamental

In cooperation with our major accounts, BASF Professional Turf has made a number of strides toward strengthening the supply and support chain for BASF products. For instance, as BASF prepares to introduce a number of new proprietary active ingredients to the market, we are working with our key partners to provide the necessary product education and support. In addition, we're continually investigating potential cooperative arrangements with

leading formulators and distributors to provide end users with a broader range of more useful and flexible formulations.

Finally, by training distributors and making sure there's



someone at the other end of the phone to answer questions about BASF products, we provide value that truly "makes it better."

These are just a few of the ways in which the BASF Professional Turf team is striving to "make it better." Every member of the BASF team has contributed their time, their energy and their ideas to this effort and every one of us is committed to taking it even further in the year ahead. At BASF, we're proud of the contribution we make to the turf industry. But we want to do more—and for that, we need your help. Share your ideas. Better yet, share your energy and dedication. Because, working together, there's no doubt that we can MAKE IT BETTER.

We don't make the turf. We make it better.