

# BASF Professional Turf & Ornamental

## A Committed Partner in Competitive Times



For superintendents, player expectations and financial pressures have never been greater than they are today.

You've seen the reports and likely experienced it firsthand – reduced rounds, increased pressure to maintain tour-quality turf, and tighter maintenance budgets. As competition for fewer players increases and budgets decrease, more critical eyes and heavier burdens are falling on the superintendent's already burdened shoulders.

"At BASF, we know there's never been a greater demand in the golf industry to achieve high-quality performance," said Mike Toce, business manager, BASF Turf & Ornamental Group.

"Superintendents need every advantage possible and they're looking for companies that do more than simply offer products – they're looking for committed business partners who have an equal stake in their success."

Helping superintendents succeed drives The BASF Turf & Ornamental Group. It's a commitment backed by action.

### **BASF listens.**

Its sales team and distributor-focused network are on the course every day listening to local challenges and providing products and advice that offer solutions for the superintendent, while improving the turf they manage.

"We understand turf issues

because we listen to superintendents and university experts and solve problems by applying resources from our global network of researchers and developers," said William Strickland, senior marketing manager, BASF Turf & Ornamental. "Turf challenges are dynamic, not static, and we are committed to continuous improvement to help our customers succeed this season and years to come."

As professional development resources for superintendents become more scarce and time becomes tighter, BASF has taken leadership roles with GCSAA – at both the regional and national levels – and the Fungicide Resistance Action Committee. By sharing fungicide and herbicide research and development findings, stewardship principles, and product training, BASF is working to help superintendents become more knowledgeable and effective in shorter amounts of time.

### **BASF global chemical leadership meets local turf challenges.**

With research and development investments, BASF is applying its resources to provide the golf industry with higher performance products.

The most obvious example of the BASF commitment to action is its development of new chemistries to solve golf turf's most destructive

pathogen: fungi.

In the past year, BASF has registered two new fungicides – **Insignia®** and **Emerald®** – that help superintendents meet competitive market pressures, as well as control the most difficult fungi, including dollar spot. With these two new fungicides, BASF now has an arsenal of products that provide efficient use of limited budgets, time savings and, ultimately, improved professional reputations.



# Insignia®

F U N G I C I D E

After more than 130 EUP fungicide trials at golf courses and years of research and testing, BASF recently received EPA registration for its **Insignia® fungicide**, giving superintendents a new generation of enhanced strobilurin chemistry and a new active compound, pyraclostrobin.

"The discovery of pyraclostrobin by BASF has added yet another component to the turf fungicide market," said Dr. Wakar Uddin, Pennsylvania State University. "Its control of a wide range of turfgrass diseases caused by fungi from various classes is its major strength, and such an extraordinary broad-spectrum nature of this new strobilurin will undoubtedly become a strong component in an integrated disease management program."

In course trials, **Insignia** is helping superintendents solve

problems and boost reputations.

"Wherever we used **Insignia**, we had no turf disease problems," said Bob Zuercher, superintendent at Blackmoor Country Club, Myrtle Beach, S.C. The course traditionally had brown patch and dwarf bermudagrass outbreaks.

Unlike some older strobilurin chemistries in the market, **Insignia** suppresses dollar spot, instead of flaring it, and gives users longer control (up to 28 days on select turf diseases). Longer control saves superintendents labor and material costs, and minimizes spraying time on the course.

"Adding **Insignia** to the BASF fungicide and herbicide portfolio gives golf course superintendents a single source for complete pathogen control," said Allison Moskal, regional sales manager, South and West U.S., BASF Turf & Ornamental. "**Insignia** is a foundation product for reliable disease control and, when rotated properly with non-strobilurin chemistries such as **Emerald** and **Curalan**® EG, gives superintendents the industry's most complete dollar spot control."



**Emerald** couldn't have arrived at a better time for golf course superintendents trying to maintain exceptional turf quality.

In recent years, the severity of dollar spot has been increasing as the disease has developed resistance to many of the fungicides traditionally used to fight it, such as benzimidazoles, dicarboximides and sterol inhibitors.

**Emerald**® fungicide is the first all-new class of fungicide chemistry for dollar spot control in years, giving superintendents a new weapon to manage resistance issues, especially dollar spot resistance. Its active

ingredient, boscalid, attacks pathogens that cause dollar spot and other turf diseases by inhibiting respiration within the fungal cell. Boscalid belongs to a class of chemistry known as anilides, which have never been used in the turf market. Because both its mode and site of action differ from other fungicides, **Emerald** can effectively control pathogens that have developed resistance to other chemicals.

University testing supports the **Emerald** chemistry's ability to control dollar spot.

"Many frustrated turfgrass managers have encountered fungicide-resistant strains of dollar spot," said Nathan R. Walker, assistant professor at Oklahoma State University. "The excellent activity of **Emerald** against dollar spot has great implications for disease management programs. It's a new class of chemistry for dollar spot and is effective against dollar spot isolates, which are resistant to benzimidazoles, dicarboximides and DMI (sterol-inhibiting) fungicides."

In addition to its unique chemistry, **Emerald** saves superintendents time by providing reliable dollar spot control for up to 28 days. That efficacy decreases spraying time and increases time for superintendents to tackle other course challenges.

#### **Listening, innovating, acting.**

BASF is enhancing the quality of today's turf and the reputations of today's superintendents. In an environment of increasing pressure, BASF is committed to being a resource for effective and reliable solutions for superintendents. By listening, innovating and acting, BASF is working with superintendents to improve the state of the golf industry.

BASF may not make the turf, but it is making it better – along with the reputations of those who manage the turf.

## **BASF Professional Turf & Ornamental Management Team**



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