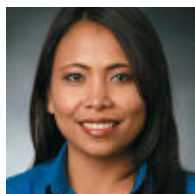


2010 And Forward

So you've heard from superintendents and leading experts on plant health and you've read where the BASF research originated and where it has led us in professional turfgrass use.



BY
**THAVY
STAAL**

But what's next? Well, more evidence that improves long-term turfgrass playability is a start.

In the April issue, we talked about drought-tolerance research and how pyraclostrobin-based products provide turf with deeper roots and more roots compared to turf that is untreated when water is reduced compared to normal irrigation.

Because water restrictions are a major concern, especially for the areas in the south and western United States, BASF will also conduct research demonstrations later this summer with its new liquid-pyraclostrobin formulation to look at water-usage cost savings with a pyraclostrobin product application.

In addition, you can look at the challenge of managing weak turf caused by heavy levels of organic matter on pushup greens. Stress like that can lead to year-round disease pressure.

Aerifying up to four times a



BASF takes disease control and plant health seriously. It means something to both us – the innovators of the chemistry – and to you the end-user.

year can help remedy that condition but that approach interferes with play. In response, BASF is testing its products to see if greens can bounce back after aerification within seven to 10 days.

The idea is to try to cut recovery time in half and restore health to the turfgrass.

Solving these issues and others led us to develop a demo program for Honor and a liquid formulation of pyraclostrobin for this season. "From Science to Superintendents" is the next phase of our plant health research. Leading influential superintendents across the United States will conduct more real-world research on greens and fairways at golf courses known for varying microclimates, steady play from members, regular tournament

use and disease pressure.

And even the execution of this program will be innovative as we will connect these turf pros with our experts and each other via Facebook to track results with photos and in-depth reporting in real time. It's another way BASF is leading the industry.

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And that's what's in store for us and you in 2010. Follow us on basfturftalk.com and Twitter at http://twitter.com/BASFTurf_us this summer and fall to learn more. ■

Thavy Staal is marketing manager for BASF Professional Turf & Ornamentals.

