



Sustainably Adding Value

Over the last several years, many golf course superintendents have felt that their turf, budgets and sanity were drying up.

Although the economy is still recovering, golfers expect course management to reduce prices and superintendents to produce pristine conditions.

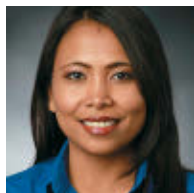
There is increasing financial and environmental pressure to make sustainability-driven improvements to reduce inputs — including water, chemicals and fuel. But reductions must not sacrifice turfgrass playability. Fulfilling sustainable course maintenance needs and business demands is challenging but not impossible.

Like superintendents, BASF sees sustainability as achieving more using fewer inputs, while ensuring profitability and environmental consciousness and meeting the needs of present and future generations. BASF research and development continually brings new innovations to market that help superintendents create smarter, more sustainable turf maintenance programs.

Recent examples of this research and development include pyraclostrobin-based fungicides Insignia SC, Intrinsic and Honor Intrinsic.

The lackluster economy is forcing superintendents to create efficiencies out of necessity. Consequently, superintendents have a more heightened sense of value. They're looking for turf products that help cut costs and conserve resources while maintaining quality.

Intrinsic brand fungicides are the first fungicides in the turf market labeled for disease control and plant health. They give superintendents industry-leading, broad-spectrum disease



BY THAVY STAAL

control and the bonus of plant health activity — without additional inputs. Pyraclostrobin supports the entire plant during a stress event such as drought, temperature extremes and aeration, which helps superintendents get more from their fungicide applications.

Intrinsic brand fungicides prime the plant's immune system before a stress event occurs, which helps the turf endure and overcome the event through root retention. In addition to controlling a broad-spectrum of diseases — such as dollar spot, anthracnose, patch and spot diseases —pyraclostrobin-based fungicides have been shown to activate plant defenses so that turfgrass is better prepared to defend itself when pathogens attack.

In the quest for sustainability, superintendents are embracing change and investing in inputs that provide the highest potential return. Laboratory and field research demonstrates that the turfgrass treated with pyraclostrobin-based fungicides is healthier and stronger.

Clemson University's disease control Programs 10 and 13, conducted by Bruce Martin, Ph.D., showcased pyraclostrobin-based fungicides' unique activity and industry-leading performance. Applications of Insignia or Honor were the backbone of a solid summer stress management program. Field observations from Summer Stress

Programs in 2007 at Clemson University Turfgrass plots showed the ability of A-1 bentgrass to tolerate extended periods of high heat and humidity with the use of fungicides Insignia and Honor. Temperatures at or greater than 100 degrees Fahrenheit were recorded for numerous days during the trial. The pyraclostrobin-treated plots showed higher turf quality for the entire season as well as recuperative growth throughout the winter and spring of 2008.

Field input shared with BASF from superintendents across the country using Intrinsic brand fungicides indicates that, when used as part of an integrated pest management program, turf treated with Intrinsic brand fungicides 10 days prior to a stress event better withstood the stress compared to those that weren't treated with pyraclostrobin-based fungicides.

The pressure to sustainably nurture quality, playable turfgrass seems greater than ever, leaving superintendents with even more to worry about. Intrinsic brand fungicides help BASF customers get more value from disease control applications, which improves peace of mind.

Learn more about Intrinsic brand fungicides at www.Intrinsic-PlantHealth.com and other BASF Professional Turf & Ornamentals innovations at www.betterturf.basf.us. ■

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