

Off The Fringe

BASF Summit Offers Future of Plant Health

PLANT HEALTH LABEL WILL SOON EXPAND BEYOND FUNGICIDES. BY WILL NEPPER, CONTRIBUTING EDITOR

BASF's plant health family is about to get bigger. The 2012 BASF Agricultural Solutions Media Summit, conducted recently in Chicago, announced new additions to the company's family of Intrinsic plant health fungicides. The new products are part of BASF Specialty Products' heralded "path to sustainability" efforts, which they say address and encourage sustainability in the golf course, sports turf and lawn management industries.

BASF's Intrinsic Plant Health line, launched in 2010, utilizes pyraclostrobin as its active ingredient and carries EPA-approved plant health language on its product labels. Currently available products from the product group are positioned to maintain disease control and plant health in turfgrass. BASF

"You have to figure out how much you want to invest in the future (and) we really want to invest in the future," Jan Buberl, director of BASF's specialty products, told *Golfdom*. "We have 10-year planning cycles. We know what key customer needs we want to address today and tomorrow. If we want to solve tomorrow's problem, we have to start working on that problem today."

defines plant health as increased growth efficiency and tolerance to stress.

BASF Specialty Products' Pillar G fungicide, which was originally launched in the fall of last year, will become an Intrinsic brand product with a plant health label later this year.

Intrinsic-brand Xemium fungicide — registered for crop use earlier this year — is slated to be formulated for turf and ornamental use in 2014 as

Lexicon Intrinsic brand fungicide, with claims of continuous disease protection, proven plant health benefits and increased tolerance to stress, such as moisture and temperature extremes.

Because sustainability was a central focus of the Chicago conference, Tom Hill, the company's communications manager, provided BASF's definition of sustainability.

"We want to balance economic success with environmental protection and social responsibility," Hill said.

The BASF Agricultural Solutions Media Summit, held every two years, draws industry media outlets and product end users for updates on BASF Specialty Products and related research. This year's event was held at Chicago's Trump International Hotel and Tower.

The 2012 BASF Agricultural Solutions Media Summit included talks from some of BASF's top brass, including Harold Lauke, president of BASF biological and effect systems research; Markus Heldt, president of BASF crop protection; and Peter Eckes, president of BASF plant science.

