

**BY RICH KALIK**

# Jeopardy! Style

À la Alex Trebek, here we go...

**Answer:** Intrinsic brand fungicides from BASF

**Question:** Which fungicides were the first to have plant health language on their label that is backed up by research?

Last month we wrote about separating the pretenders from the contenders in regard to "plant health." Have you checked any of the products you are using to see if they actually have plant health on their label?

BASF Intrinsic brand fungicides are EPA-registered fungicides for disease control that include language for plant health benefits. Although first and foremost used for disease control, these products exhibit unique performance when stress events occur on your golf course. A stress event could vary from mechanical stress such as aeration to environmental stress such as temperature extremes.

I will once again remind you that BASF has published more than 70 pages of research on how these products perform and the benefits they can provide to your course. Have you visited [www.intrinsicplanthealth.com](http://www.intrinsicplanthealth.com)?

**Answer:** Memorial Day, July 4th and Labor Day

**Question:** What is an easy way to remember when BASF Intrinsic brands can provide the most value to a superintendent? (I also would have accepted, 'What time of year does Rich Kalik have his trusty Weber Smoker making award-winning ribs?')

As a general guideline, applying Intrinsic brand fungicides around these holidays does provide the most benefit from a disease control and plant health standpoint. Honor Intrinsic brand fungicide is the most complete choice during this time, a particularly stressful one for turf you are actively managing. Honor fungicide delivers the two modes of action from pyraclostrobin and boscalid, the active ingredients in Insignia fungicide and Emerald fungicide.

**Answer:** Fall of 2013

**Question:** When will the next line of Intrinsic brand fungicides be launched by BASF?

We anticipate BASF's continued research and development will result in the next line of products to be launched sometime this fall. We continue to look for active ingredients that provide innovative solutions to your unique needs. Since launching the Intrinsic brands in 2010, customers have continued to tell us how important these products have

become to enhancing the results of their spray programs. Our offerings will be expanded beyond the current line of Honor, Insignia SC, Pillar, Pageant and Empress Intrinsic brand fungicides.

**Answer:** Over 60,000

**Question:** About how many acres were treated with Intrinsic brand fungicides in 2012?

Check with your peers or watch the plots at your local university plot tour. BASF intrinsic brands have become market leaders for their performance. When used during the key timeframes, we expect that you will see the results that so many other superintendents have seen already.

And a Daily Double to finish out —

**Answer:** Yes

**Question:** Will I be using BASF Intrinsic brand fungicides during the summer holidays in 2013?

Certainly, that is a daily double of superior disease control and actual labeled plant health benefits.

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