



BY RICH KALIK

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Separate the pretenders from the contenders

These days lots of basic manufacturers are making plant health claims in our marketplace. But let's look back and see if we can separate the pretenders from the contenders.

Back in 2010, when BASF launched its Intrinsic brand fungicides to the marketplace, we had facts and data to back it up. First, and foremost, we had it on the label. EPA registered fungicides for disease control and plant health. That's a tall standard to equal right there, but in addition to that we published more than 20 pages of research on the plant health benefits Insignia SC and Honor Intrinsic brand fungicides provided both warm and cool season turf.

It's three years later and our portfolio has grown to include Pillar G Intrinsic brand fungicide in turf and Pageant and Empress Intrinsic brand fungicides for use in production and landscape ornamentals.

And the published research by BASF on how these products perform, of the benefits they provide, has grown to more than 70 pages. By the way,

you can see for yourself by visiting www.intrinsicplanthealth.com. We have golf course superintendents just like you who have added Intrinsic brand fungicides into their spray programs and managed stress events including drought, temperature extremes and aerification. They've seen the benefits firsthand.

It's important to note that the common denominator in all these products is the active ingredient pyraclostrobin. This is proprietary chemistry from BASF. On the crop side of our business, products with pyraclostrobin don't just provide disease control, but also increases yields. This is proven and published research and real world results. There is something physiological that occurs to the plant, be it corn, soybeans, turfgrass or petunias that enables it to manage stress and stay healthy.

So it's three years later and we see from the others who claim these benefits lots of slick marketing pieces with me-too language, but just how much research have we seen that backs it up?

Exactly, and those guys are the pretenders.

The reliable standby of facts, data and research is still the measuring tool you should use when it comes to deciding what to use for taking care of your golf course turf.

Next month, we'll be sharing a secret to keep your turf healthy this summer. Here's a hint, it begins with including Honor Intrinsic brand fungicide in your spray program for Memorial Day weekend.

In addition, we're talking a bit about the next round of disease control and plant health innovations from BASF that will arrive later this year.

Until then, keep your turf healthy my friends.

Rich Kalik is Technical Specialist, BASF Professional Turf & Ornamentals

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