



We create chemistry



2020 BASF Agronomic Advantage

Good business comes from good agronomics. That's why BASF is introducing the **2020 BASF Agronomic Advantage**. Focused on providing the right agronomic solution for the highest yield potential, the 2020 BASF Agronomic Advantage allows the flexibility to choose the best agronomic solution.

The 2020 BASF Agronomic Advantage makes your herbicide decision simpler.

Make an agronomic plan with your agronomist, BASF Authorized Retailer or BASF representative.



AGRONOMIC FOCUS

The 2020 BASF Agronomic Advantage focuses on the best agronomic approach to get you cleaner fields and higher yields. Our agronomic program is focused on what works for you, on your farm.



SIMPLE

You work with your local trusted advisors to make the best plan. We kept our program simple – no calculator required. You earn higher yields and a stewardship incentive from BASF for the products you used.



FREEDOM TO CHOOSE

With the 2020 BASF Agronomic Advantage, you choose the products and practices that are best for you and your farm.

On-farm **ERADICATION** of herbicide-resistant weeds is possible with the right tools:

Herbicide Tactics

- Spray at appropriate timing and weed size
- Use labeled rates
- Optimize applications
- Overlap residuals
- Use **multiple EFFECTIVE** sites of action

Non-herbicide Tactics

- Scouting
- Tillage
- Manual control
- Narrow rows
- Crop diversity, i.e., cover crops
- Equipment sanitation

Visit AgronomicAdvantage.com for more information and to see how you can have cleaner fields and higher yields.

Layering sites of action is critical.

Right Rates, Right Products, Right Sites of Action.

BASF Brand	SOA
Armezon® herbicide	27
Armezon PRO herbicide	15, 27
Basagran® 5L herbicide	6
Beyond®/Raptor®, Cadre®, NewPath®, Pursuit® herbicide	2
Clearpath® herbicide	2, 4, 26
Engenia®, Clarity® herbicide	4
Facet® L herbicide	4, 26
Liberty®, Rely® herbicide	10

BASF Brand	SOA
Outlook® herbicide	15
Poast®, Provisia® herbicide	1
Prowl® H2O, Prowl 3.3 EC herbicide	3
Sharpen®, Treevix® herbicide	14
Status®, Distinct® herbicide	4, 19
Varisto® herbicide	2, 6
Verdict® herbicide	14, 15
Zidua® herbicide	15
Zidua PRO herbicide	2, 14, 15

2020 AGRONOMIC ADVANTAGE

Program Period: October 1, 2019, through September 30, 2020.

	ACTIVITY	PARTICIPATING BRANDS
Help prevent resistance with multiple sites of action and earn.	Purchase two participating BASF herbicides and matching acres will earn \$0.50/A.	All BASF-branded herbicides ¹
	Additional herbicide purchases, matched acres earn \$0.50/A.	

Effective Areas: All states within the U.S. or as specified within Program Details.

¹ Excludes private-label Clarity, Pentia, Optill and Poast herbicides. Refer to full program terms and conditions for further details. Visit www.AgronomicAdvantage.com for full list of participating BASF herbicides.

SEED BONUS

Program Period: October 1, 2019, through September 30, 2020.

	ACTIVITY	PARTICIPATING BRAND
And that begins with the seed.	Purchase Credenz® seed and two BASF qualifying soybean herbicides and growers may earn \$2/A.	Credenz seed, Engenia herbicide*, Liberty herbicide*, Outlook herbicide, Prowl herbicide, Verdict herbicide, Zidua SC herbicide, Zidua PRO herbicide and Zidua WG herbicide
	Purchase InVigor® canola seed and Liberty herbicide and growers may earn \$50/seed unit.	InVigor canola seed Liberty herbicide
	Purchase FiberMax® and/or Stoneville® cotton seed and Engenia and/or Liberty herbicide and growers may earn \$6.40/A.	FiberMax and Stoneville cotton seed, Engenia herbicide, Liberty herbicide

Effective Areas: All states within the U.S. or as specified within the program details.

* Liberty and/or Engenia are required as one of the BASF Soybean herbicides to earn incentive
Refer to full program terms and conditions at www.AgronomicAdvantage.com for further details.

2020 GROWER FINANCE

Finance your BASF crop protection and seed purchases with 0% financing.¹

0% FIXED APR	Talk to your BASF Authorized Retailer to finance your BASF purchases through John Deere Financial or Rabo AgriFinance. Purchase three or more BASF brands with a minimum sales value of \$15,000 and get 0% financing. All with no payments due until December 2020! ²
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¹ Refer to full program terms and conditions at www.AgronomicAdvantage.com for further details.

² Cotton seed purchases are due in January 2021.

Engenia Herbicide is a U.S. EPA Restricted-Use Pesticide.

Always read and follow label directions.

Refer to full program terms and conditions for further details.

Armezon, Basagran, Beyond, Cadre, Clarity, Clearpath, Credenz, Distinct, Engenia, Facet, FiberMax, Invigor, Liberty, Newpath, Optill, Outlook, Poast, Pursuit, Provisia, Prowl, Raptor, Rely, Sharpen, Status, Stoneville, TwinLink, Treevix, Varisto, Verdict and Zidua are registered trademarks of BASF.

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