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**FOR IMMEDIATE RELEASE**

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*Links to audio files are included that relate to this release. Any problems with audio downloads, please contact Chuck Zimmerman (573) 230-3024*

[Nick Fassler-1 :38](http://r20.rs6.net/tn.jsp?et=1109432015014&s=0&e=001mRW7-_kb5V06pcg9XfsHbyvNxC_N1Vweko-JFwC_KMGXaP5xGNDEjFFp5xSDwGn0vWUuv-yKA7h4IR-W5Q0wgbaD9f2kjQ3rpIBClUixPIklsEI5kTFJ7MZ4DXD4BM3QejRGTWYZ3bvUQj5LWEPusHm6iS8NLqTW)(. . .cherries and peaches.)

[Nick Fassler-2 :49](http://r20.rs6.net/tn.jsp?et=1109432015014&s=0&e=001mRW7-_kb5V06pcg9XfsHbyvNxC_N1Vweko-JFwC_KMGXaP5xGNDEjFFp5xSDwGn0vWUuv-yKA7h4IR-W5Q0wgbaD9f2kjQ3rpIBClUixPIklsEI5kTFJ7MZ4DXD4BM3QejRGTWYZ3buGy__uLLWGUXRyX4RAARmt)(. . .face every year.)

[Caren Schmidt :41](http://r20.rs6.net/tn.jsp?et=1109432015014&s=0&e=001mRW7-_kb5V06pcg9XfsHbyvNxC_N1Vweko-JFwC_KMGXaP5xGNDEjFFp5xSDwGn0vWUuv-yKA7h4IR-W5Q0wgbaD9f2kjQ3rpIBClUixPIklsEI5kTFJ7Jtx5L5mHD--1xLE0UL1IjdZnFX8DqgYPA==) (. . .in those crops.)

**In-field research shows disease control, yield advantages of**

**Priaxor™ fungicide and Merivon® fungicide from BASF**

***Positive research results over three years validate benefits of new products***

*(NASHVILLE, TN – AgNewsWire)* With the results of field trials from the 2011 season now available, three years of research show Priaxor™ fungicide and Merivon® fungicide provided effective disease control and consistent yield increases in a wide range of crops. Priaxor and Merivon are expected to receive U.S. Environmental Protection Agency (EPA) registration in 2012.

Priaxor research was conducted on row crops – focusing primarily on soybeans – as well as on some specialty crops, such as potatoes and tomatoes. Merivon research was conducted on specialty crops, specifically pome and stone fruits.

“Three years of research shows the long-lasting preventative and disease-stopping protection ofPriaxor and Merivon,” said Nick Fassler, Technical Market Manager, BASF. “Research confirms Priaxorand Merivon will be effective tools to protect crops from yield-robbing diseases, helping growers maximize their crop potential.”

Tested in field trials from 2009 through 2011, Priaxor and Merivon are premixes composed ofpyraclostrobin – the active ingredient found in Headline® fungicide and Cabrio® EG fungicide – andXemium® fungicide, a new active ingredient in the carboxamide family.

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**Priaxor Results**

To evaluate the effectiveness of Priaxor on soybeans, trials were conducted across the country over the past three years. Overall, research showed superior disease control and Plant Health benefits in soybeans. From 2009-2011, soybeans treated with Priaxor showed nearly 17 percent less severity ofSeptoria brown spot and 13 percent decrease in the severity of frogeye leaf spot and compared to untreated soybean acres.

Recent Priaxor trials show lower levels of disease prevalence and improved Plant Health benefits, resulting in consistent yield increases compared to untreated crops. In more than 60 recent trials,Priaxor yielded higher than the untreated acre 87 percent of the time. In comparison, the current leader in the soybean market, Headline fungicide, outperformed the untreated acre 83 percent of the time.

Priaxor has shown consistent and effective disease control in a variety of other row crops, including corn. Research has shown Priaxor to be effective in controlling several troublesome corn diseases, including gray leaf spot, common rust, and Northern and Southern corn leaf blight. Research confirmed high yield potentials and maximum protection with an early application of Priaxor at V5 followed by Headline AMP™ fungicide applied at tassel.

Sequential fungicide applications are an effective way for growers to control disease and increase yield potential, especially for those managing for high yield, growing continuous corn or with history of difficult diseases, including anthracnose. A recent trial in Kentucky following this sequential application treatment in corn yielded 34.1 bu/A increase over the untreated check. Although these results are not typical, the trend towards increased yield has proven consistent.

For specialty crop growers, recent studies have shown that Priaxor will be an important tool to help growers control the toughest diseases and produce marketable fruiting vegetables. Priaxor was found to be effective at controlling early blight and black dot in potatoes as well as powdery mildew and black mold in tomatoes. A recent trial in North Dakota found potatoes sprayed with Priaxor had a 1 percent severity of early blight compared to an untreated check with 40 percent severity. Tomatoes treated withPriaxor showed almost a 20 percent less incidence of early blight than untreated plants.

“The research conducted over the last few years indicates Priaxor will be an important tool for growers looking to control difficult fungal diseases,” Fassler said. “The results of effective disease control include healthier plants, higher yield potential and improved crop quality, all of which help a grower’s bottom line.”

**Merivon Results**

Results from research conducted in 2011 demonstrated that Merivon fungicide provides effective control of diseases that annually affect pome and stone tree fruit crops.

Apples treated with Merivon showed no apple scab in 2011 trials, compared to 27.2 percent disease incidence when left untreated. The research also found a 1.5 percent incidence of powdery mildew in apples when treated with Merivon, compared to 86.8 percent disease incidence when left untreated.

Research using Merivon in cherry orchards in 2011 showed excellent control of powdery mildew, leaf spot, Monilinia and Botrytis. Peaches treated the same year with Merivon showed as much as a 50 percent reduction of blossom blight, shot hole and powdery mildew.

“Research shows Merivon fungicide will provide growers with a reliable and effective tool that will help protect pome and stone fruit crops of damaging diseases that rob growers of yield every year,” saidCaren Schmidt, Ph.D., Technical Service Representative, BASF.

For more information on BASF Crop protection products, visit [http://agproducts.basf.us](http://r20.rs6.net/tn.jsp?et=1109432015014&s=0&e=001mRW7-_kb5V06pcg9XfsHbyvNxC_N1Vweko-JFwC_KMGXaP5xGNDEjFFp5xSDwGn0vWUuv-yKA7jascLeeHndcLGcZ3HxKPERKLA4U7PXHEf-_zvxCJGElw==), like us on[Facebook](http://r20.rs6.net/tn.jsp?et=1109432015014&s=0&e=001mRW7-_kb5V06pcg9XfsHbyvNxC_N1Vweko-JFwC_KMGXaP5xGNDEjFFp5xSDwGn0Pd8c-ceCahqGcoXRw22CsF1QZt6DqjiNha-yNqpf0P_tsDMtXkH6hkLTNaoyaWkxcx8S_5_m2XIHtN5BI-jdaA==) and follow us on [Twitter](http://r20.rs6.net/tn.jsp?et=1109432015014&s=0&e=001mRW7-_kb5V06pcg9XfsHbyvNxC_N1Vweko-JFwC_KMGXaP5xGNDEjFFp5xSDwGn0Pd8c-ceCahqGcoXRw22CsIBixHmTCvvkvwC7Wzbz4Zs1a2NmCz7BLS8lYz6uJO1oT5NU_d7xsRs=).

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**About the Crop Protection division**

With sales of €4.0 billion in 2010, BASF’s Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF’s Crop Protection division is to be the world’s leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://r20.rs6.net/tn.jsp?et=1109432015014&s=0&e=001mRW7-_kb5V06pcg9XfsHbyvNxC_N1Vweko-JFwC_KMGXaP5xGNDEjFFp5xSDwGn0vWUuv-yKA7h4IR-W5Q0wgZ0Suxnp6GydBf5l9BSPCjdpTFa57ADFgw==) or follow us on twitter: [www.twitter.com/basfagro](http://r20.rs6.net/tn.jsp?et=1109432015014&s=0&e=001mRW7-_kb5V06pcg9XfsHbyvNxC_N1Vweko-JFwC_KMGXaP5xGNDEjFFp5xSDwGn0vWUuv-yKA7h4IR-W5Q0wgcKWN3LvSxNpAh2V1BsMVOGiCuDgcd6Op5159xKRl3HY)

**BASF – The Chemical Company**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 16,000 employees in North America, and had sales of $19.9 billion in 2011. For more information about BASF’s North American operations, visit [www.basf.us](http://r20.rs6.net/tn.jsp?et=1109432015014&s=0&e=001mRW7-_kb5V06pcg9XfsHbyvNxC_N1Vweko-JFwC_KMGXaP5xGNDEjFFp5xSDwGn0vWUuv-yKA7h4IR-W5Q0wgYOzcNrTRs1w4c6-qwAlRI8=).

BASF is the world’s leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success, social responsibility and environmental protection. Through science and innovation we enable our customers in almost all industries to meet the current and future needs of society. Our products and system solutions contribute to conserving resources, ensuring healthy food and nutrition and helping to improve the quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF posted sales of about €73.5 billion in 2011 and had more than 111,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://r20.rs6.net/tn.jsp?et=1109432015014&s=0&e=001mRW7-_kb5V06pcg9XfsHbyvNxC_N1Vweko-JFwC_KMGXaP5xGNDEjFFp5xSDwGn0vWUuv-yKA7h4IR-W5Q0wgYOzcNrTRs1wJZ5qT0l67Pg=).

Research referenced may be sponsored or supported by BASF Crop Protection.

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