

# News Release



## **Initium<sup>®</sup>, BASF's fungicide for specialty crops, receives approval in Brussels**

Limburgerhof, Germany – February 14, 2013 – BASF's fungicide for specialty crops, [Initium](#), has been approved in the EU for use in crop protection products. This follows Initium's initial launches in select countries in Europe, North and South America and will help BASF to obtain registrations for products containing Initium in all EU-member countries. In November 2012, Initium received an Agrow Award for Best New Crop Protection Product or Trait.

"We have a long track record as an innovative food chain partner in specialty crops and are thrilled that Initium's approval in the EU marks another important milestone in this regard," said Jürgen Oldeweme, Senior Vice President, Global Product Safety and Registration at BASF's Crop Protection division. "Proper timing is a major challenge for specialty crop farmers. With Initium, they can expect greater flexibility when dealing with plant diseases."

Initium is a highly selective fungicide that provides reliable and flexible control against a range of downy mildews and late blights in grapes, vegetables, potatoes and other specialty crops. Initium's high efficacy and unique properties, including affinity to waxy surfaces, redistribution on growing leaves and rainfastness, keep crops protected and healthy for longer, allowing them to develop their full potential.

Initium-containing products will support farmers worldwide in many different crops and segments. BASF is focused on attaining further registrations around the globe.

February 14, 2013  
P154/13e

Barbara Aguiar  
Phone: +49 621 60-28013  
Fax: +49 621 60-6627450  
[barbara.aguiar@basf.com](mailto:barbara.aguiar@basf.com)

BASF SE  
67056 Ludwigshafen  
Phone: +49 621 60-0  
<http://www.basf.com>  
Corporate Media Relations  
Phone: +49 621 60-20916  
Fax: +49 621 60-92693  
[presse.kontakt@basf.com](mailto:presse.kontakt@basf.com)

**About BASF's Crop Protection division**

With sales of € 4.1 billion in 2011, 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://www.agro.basf.com) or follow us on Twitter: [www.twitter.com/basfagro](https://www.twitter.com/basfagro).

**About BASF**

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. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).