

# News Release



## **Limus<sup>®</sup> nitrogen management from BASF now available in the U.S.**

### **Latest nutrient innovation protects urea-based fertilizers from nitrogen loss**

RESEARCH TRIANGLE PARK, NC, November 11, 2014 – It's difficult to imagine where agriculture would be today had BASF chemists Fritz Haber and Carl Bosch not discovered how to harness the atmospheric abundance of nitrogen to create ammonia. The Haber-Bosch process has allowed growers to apply nitrogen-based nutrients, which is crucial to the fertile soil needed for today's crop production. BASF has taken yet another step today in the field of nutrient management by announcing that **Limus<sup>®</sup>** nitrogen management will be available for sale in the U.S. for the 2015 growing season.

**Limus** nitrogen management can be blended with urea and UAN fertilizers to protect against volatilization and nitrogen loss, providing more than three weeks of protection. The patented formulation behind **Limus** nitrogen management combines two active ingredients that are more effective than a single inhibitor on urease enzymes found in soil, resulting in a decrease of nitrogen loss.

"Growers can lose over 40 percent of surface-applied urea due to volatilization within weeks of application," said Nick Fassler, Product Manager, BASF. "This makes the window for growers to optimize protection of their fertilizer very critical."

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Reducing ammonia losses by more than 90 percent, **Limus** nitrogen management has demonstrated increased crop yields on average of 6 percent, according to 2013 replicated research, outperforming competitive products. In additional BASF research testing in controlled environments, untreated urea lost up to 35 percent of nitrogen 11 days after application. Urea fertilizer treated with **Limus** nitrogen management netted no more than 5 percent nitrogen loss.

“Nitrogen is essential for optimal plant growth and maximizing yields,” Fassler said. “The nitrogen loss prevented by **Limus** nitrogen management protects plant nutrition, allowing crops to reach their maximum yield potential.”

The increase in efficiency that **Limus** nitrogen management can provide enhances optimal nitrogen availability in critical growth stages of plant development leading to more consistent yields. Growers who apply **Limus** nitrogen management can see an extended window of action and minimal nitrogen loss over a wide range of temperatures and humidity. This leads to increased flexibility in a grower’s nitrogen program.

“From a grower’s standpoint, when you make that application you want to ensure it’s there and it stays on its intended target,” Fassler said. “**Limus** nitrogen management provides growers with a solution for nitrogen optimization, helping to protect their investment.”

The science behind **Limus** nitrogen management stems from the very long history that BASF has in the nutrient management space. With more than 100 years of expertise in the fertilizer market, BASF can provide the best technology for each market need.

Always read and follow label directions.

**Limus** is a registered trademark of BASF.

#### **About BASF’s Crop Protection division**

With sales of more than €5.2 billion in 2013, BASF’s Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as solutions to manage water, nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF’s Crop Protection division is a leading innovator that supports growers to optimize agricultural production, improve their business efficiency and enhance 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 through our [social media channels](#).

## About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,000 employees in North America, and had sales of \$19.3 billion in 2013. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

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