



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 for your farm.

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

*<https://hracglobal.com/tools/world-of-herbicides-map>

2020 AGRONOMIC ADVANTAGE HERBICIDE PROGRAM

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, 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	<p>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.</p> <p>All season long and with no payments due until December 2020!²</p>
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¹ Terms and conditions apply. Refer to full program terms and conditions at www.AgronomicAdvantage.com for further details.

² Cotton seed purchases are due in January 2021.

SOYBEAN FUNGICIDE PAIR-UP PROGRAM

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

PARTICIPATING BASF BRAND	ACTIVITY	INCENTIVE	INCENTIVE PAID
Priaxor® fungicide	BASF Authorized Grower must purchase equal amounts of Priaxor fungicide and a participating qualifying fungicide at the prescribed use rate per acre, 4 fl oz/A of each participating brand, by September 30, 2020	BASF Authorized Grower may earn \$3/A on qualifying purchases.	December 2020
PARTICIPATING QUALIFYING BRAND Any solo propiconazole-containing fungicide labeled for control or suppression of frogeye leaf spot in soybeans.			

Effective areas: AL, AR, DE, IA, IL, IN, KY, LA, MD, MS, MO, NE, OH, NC, SC, SD, TN, TX, VA
 Refer to full program terms and conditions at www.AgronomicAdvantage.com for further details.

CREDENZ® REPLANT PROGRAM – MIDWEST REGION

Program Period – October 1, 2019, through September 30, 2020

QUALIFYING BASF BRAND	SHARED RISK COVERAGE
All Credenz soybean brands	Seed shared risk percentages are based on untreated Suggested Retail Price
	75% of Suggested Retail Price per 140k Unit of Credenz soybean seed if untreated 100% of Suggested Retail Price per 140k Unit of Credenz soybean seed if treated with any fungicide and any insecticide

Sales by authorized Credenz retailers in the following states: CT, DE, IA, IL, IN, KS, MA, ME, MI, MD, MN, MO (all counties excluding: Bollinger, Butler, Cape Girardeau, Dunklin, Mississippi, New Madrid, Pemiscot, Scott, Stoddard and Wayne), ND, NE, NH, NJ, NY, OH, PA, SD, and VA (north of the James River), VT, WI, WV
 Refer to full program terms and conditions at www.AgronomicAdvantage.com for further details.

CREDENZ REPLANT PROGRAM – SOUTH REGION

Program Period – October 1, 2019, through September 30, 2020

QUALIFYING BASF BRAND	SHARED RISK COVERAGE
All Credenz soybean brands	Seed shared risk percentages are based on untreated Suggested Retail Price
	50% of Suggested Retail Price per 140k Unit of Credenz soybean seed if untreated 75% of Suggested Retail Price per 140k Unit of Credenz soybean seed if treated with any fungicide and any insecticide

Sales by authorized Credenz retailers in the following states: AL, AR, FL, GA, KY, LA, specific counties in MO (includes: Bollinger, Butler, Cape Girardeau, Dunklin, Mississippi, New Madrid, Pemiscot, Scott, Stoddard and Wayne), MS, NC, OK, SC, TN, TX and VA (south of the James River)
 Refer to full program terms and conditions at www.AgronomicAdvantage.com for further details.

INVIGOR® REPLANT PROGRAM

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

QUALIFYING BASF BRAND	ACTIVITY	SHARED RISK COVERAGE
InVigor Canola seed	Growers who lost their first planting of InVigor canola seed due to wind, frost, hail, rain, soil crusting, temperature, disease or insects are eligible for replant seed at a reduced price	75% rebate on the second planting of InVigor canola seed on written-off acres

Refer to full program terms and conditions at www.AgronomicAdvantage.com for further details.

e3 COTTON PROGRAM

Program Period – October 1, 2019, through September 30, 2020

BASF QUALIFYING PRODUCTS	ACTIVITY	INCENTIVE
FiberMax ® and/or Stoneville ® cotton seed	Grower must be enrolled in e3 Cotton Program and have valid e3 Grower Agreement	\$2.50/bale incentive based on valid POS on all e3 sustainable cotton bales harvested

COTTON SHARED-RISK PROGRAM – EAST

Program Period – October 1, 2019, through September 30, 2020

Replant Brand Offer – Replant with FiberMax® and/or Stoneville® Cottonseed

BASF QUALIFYING PRODUCTS	ACTIVITY	PER BAG GROWER RESPONSIBILITY	WHAT IS REIMBURSED
FiberMax and Stoneville cotton seed LibertyLink ®, GlyTol ®, TwinLink ®, TwinLink Plus , Roundup Ready Flex , Bollgard II XtendFlex ® and Bollgard 3 XtendFlex ® Technologies, Aeris/Trilex , Aeris/Trilex Advanced , COPeO Prime	First Replant Only	\$85	Grower Invoice Price (minus \$85 grower responsibility) for seed, trait and Aeris/Trilex, Aeris/Trilex Advanced and COPeO Prime (if applicable); through June 30, 2020

For Stoneville cotton seed, COPeO Prime is included in base seed treatment. For FiberMax cotton seed, COPeO Prime is added to BASF applied premium seed treatment.

Replant Brand Offer – Replant with Credeenz Soybeans

BASF QUALIFYING PRODUCTS	ACTIVITY	PER BAG GROWER RESPONSIBILITY	WHAT IS REIMBURSED
FiberMax and Stoneville cotton seed LibertyLink , GlyTol , TwinLink , TwinLink Plus , Roundup Ready Flex , Bollgard II XtendFlex and Bollgard 3 XtendFlex Technologies	Grower elects to replant with Credeenz soybeans	\$170 and 50% of Credeenz soybeans	Grower Invoice Price (minus \$170 grower responsibility) for cotton seed & trait and 50% of suggested retail price of Credeenz soybeans (minus dealer discount incentive); through June 30, 2020

Crop Loss Brand Offer

BASF QUALIFYING PRODUCTS	ACTIVITY	PER BAG GROWER RESPONSIBILITY	WHAT IS REIMBURSED
FiberMax and Stoneville cotton seed LibertyLink , GlyTol , TwinLink , TwinLink Plus , Roundup Ready Flex and Bollgard II XtendFlex and Bollgard 3 XtendFlex Technologies	Cotton crop loss	\$170 and Aeris/Trilex, Aeris/Trilex Advanced and COPeO Prime (if applicable)	Grower Invoice Price (minus \$170 grower responsibility) for cotton seed and trait; loss occurs within 60 days of final planting

COTTON SHARED-RISK PROGRAM – WEST

Program Period – October 1, 2019, through September 30, 2020

Replant Brand Offer – Replant with FiberMax® and/or Stoneville® Cotton Seed

BASF QUALIFYING PRODUCTS	ACTIVITY	PER BAG GROWER RESPONSIBILITY		WHAT IS REIMBURSED
		220K	170K	
FiberMax and Stoneville cotton seed LibertyLink ®, GlyTol ®, TwinLink ®, TwinLink Plus , Roundup Ready ® Flex , Bollgard II XtendFlex ® and Bollgard 3 XtendFlex ® Technologies, Aeris ®/ Trilex ®, Aeris ®/ Trilex ® Advanced COPeO ® Prime	First Replant Only	\$0 for FM 1830GLT, FM 2334GLT and FM 2574GLT or \$25 all other varieties	\$20 for all other varieties	Grower Invoice Price (minus \$0/\$25/\$20 grower responsibility) for seed, trait and Aeris/Trilex, Aeris/Trilex Advanced and COPeO Prime (if applicable)*
	Yield less than 175 lb	\$100	\$80	Grower Invoice Price (minus \$100/\$80 grower responsibility) for seed and trait*

* Through May 15, 2020, in South Texas; remaining geographies through June 30, 2020

Replant Brand Offer – Replant with Credenz® Soybeans

BASF QUALIFYING PRODUCTS	ACTIVITY	PER BAG GROWER RESPONSIBILITY		WHAT IS REIMBURSED
		220K	170K	
FiberMax and Stoneville cotton seed LibertyLink , GlyTol , TwinLink , TwinLink Plus , Roundup Ready Flex , Bollgard II XtendFlex and Bollgard 3 XtendFlex Technologies	Grower elects to replant with Credenz soybeans	\$170 and 50% of Credenz soybeans	\$135 and 50% of Credenz soybeans	Grower Invoice Price (minus \$170/\$135 grower responsibility) for cotton seed and trait and 50% of suggested retail price of Credenz soybeans (minus Dealer Discount)*

* Through May 15, 2020, in South Texas; remaining geographies through June 30, 2020

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



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, COPeO, Credenz, Distinct, Engenia, Facet, GlyTol, FiberMax, Invigor, Liberty, LibertyLink, Newpath, Optill, Outlook, Poast, Priaxor, Pursuit, Provisia, Prowl, Raptor, Rely, Sharpen, Status, Stoneville, TwinLink, Xtens, Treevix, Varisto, Verdict and Zidua are registered trademarks of BASF. Aeris and Trilex are registered trademarks of Bayer. Bollgard XtendFlex, Roundup Ready and Xtend are registered trademarks of Monsanto. John Deere Financial is a registered trademark of Deere & Company. Rabo AgriFinance is a registered trademark of Rabobank.

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