



We create chemistry

MOVING FORWARD WITH FARMING – THE BIGGEST JOB ON EARTH



Let's move forward together

While farming is the biggest job on earth, farmers are not facing the challenge alone. We support productive, sustainable agriculture, allowing farmers to protect the land they hold in trust for future generations while meeting the demands of modern society.

We pledge to:

- Invest in the right solutions to enable farmers to grow more quality food, more efficiently.
- Share our expertise to help farmers to make a better life for themselves and their communities.
- Never compromise on safety to allow farmers work in a safe environment and produce safe, healthy food.

In everything we do, we will play our part in leaving a positive environmental inheritance.

We stand shoulder to shoulder with farmers. Together, we will move forward on our journey.

On Target Application Academy We never compromise on safety

■ Farmers battle weeds

Since the earliest days of agriculture, farmers have battled weeds. The last few generations of farmers have traditionally relied on herbicides to rid their fields of invading plants.

However, today's weed management environment is becoming more complex. New and advanced crop protection products and spray technologies are available while weed resistance continues to challenge farmers across the world. Before spraying herbicides, farmers now need to consider many factors including the weather, time of day, location and type of neighboring crops, equipment innovation, nozzle types, and product mixing synergies.

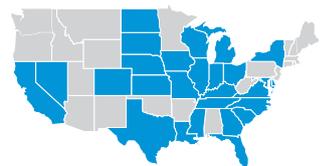


Facts and figures*

More than **104** sessions

10 OTAA trainings at universities

15 EPA members participated in OTAA sessions



OTAA has trained more than **6,300** growers, retailers and commercial applicators in 26 states.



equaling more than **4,010** training hours

245 years of combined experience between 7 expert trainers

“There’s nothing like hands-on learning to show the importance of nozzle selection. Our sessions at the On Target Application Academy emphasize the importance of calibrating spray droplets to get maximum product efficacy while minimizing drift.”

Bob Wolf, Manager of Wolf Consulting & Research

■ Listening to farmers

BASF believes that the solution lies in farmer education and best practice sharing. To start, BASF hosted a series of roundtables to listen to farmers and determine the right focus area for training. The research showed that:

- While over 80 percent of farmers applied herbicides, they were confused about the benefits, risks and proper application of herbicides.
- Farmers were most interested in learning about specific aspects of herbicide application, including topics such as calibration and nozzles.
- Farmers understood the need for continued education on the topic of herbicide application although the time required to attend the training was an issue for many.

■ Knowledge is power

In response, BASF, in collaboration with Bob Wolf, Manager of Wolf Consulting & Research, developed an educational program called the On Target Application Academy (OTAA) to help farmers achieve the most effective and sustainable weed control possible. Education and hands-on training in new application techniques, plant biology and advancements

in new product chemistries, including proper nozzle selection, calibration, boom placement, environmental considerations and the use of effective drift reduction additives, are all addressed as part of the academy. The goal is to help farmers maximize yields and protect their investments.

■ Farmer feedback shapes the program

Delivered by BASF experts and industry-renowned trainers, the On Target Application Academy debuted in 2012 and has already reached 6,300 farmers, retailers and commercial applicators across 26 US states.

- More than 95 percent of participating farmers believe that the training will help them become more successful and would recommend it to others.
- Nearly 80 percent of participating farmers said their number one goal when self-applying herbicide was to effectively control weeds.
- 39 percent want to learn about herbicide best practice with more than a third saying they were interested in taking herbicide self-application training seminars.
- Challenges were identified as drift (49 percent); time commitment (31 percent) and applicator safety and health (27 percent).



Dr. Bob Wolf during one of BASF's OTAA session



CONTACTS

BASF Corporation
Research Triangle Park, USA
Daniel Pepitone
Operations/Marketing
Phone: +1 919 547-2372
E-mail: daniel.pepitone@basf.com

BASF SE
Global Communications
Friederike Wurth
Phone: +49 621 60-28182
E-mail: friederike.wurth@basf.com

SOURCES

- * facts and figures about On Target Application Academy: 2015 statistics
- To learn more about the On Target Application Academy, or to attend a training event in your area, please visit www.otaa.basf.us