Seeing is believing:

our BASF TV Service for television and online journalists at **tvservice.basf.com**

Plant Health

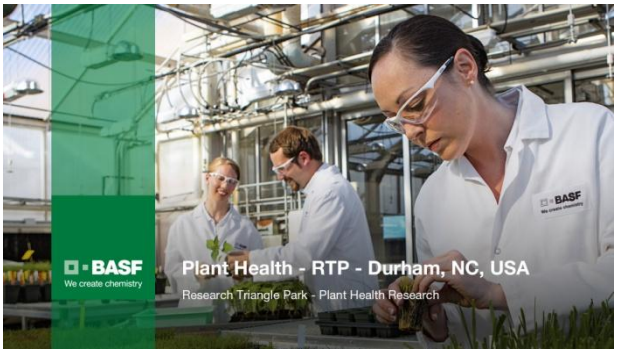
Research Triangle Park (RTP), Durham, North Carolina, USA

One challenge for sustainable development is ensuring enough food for a growing world population. Since arable farmland is limited, innovations are essential here. Our research and development activities focus on solutions ranging from soil to seeds and crops.

In addition to products for seed enhancement and innovations for better soil management, BASF will also provide technologies that make plants more resistant to stress factors such as heat, cold and nutrient deficiency. These solutions strengthen the health of crops, thus going beyond conventional crop protection.

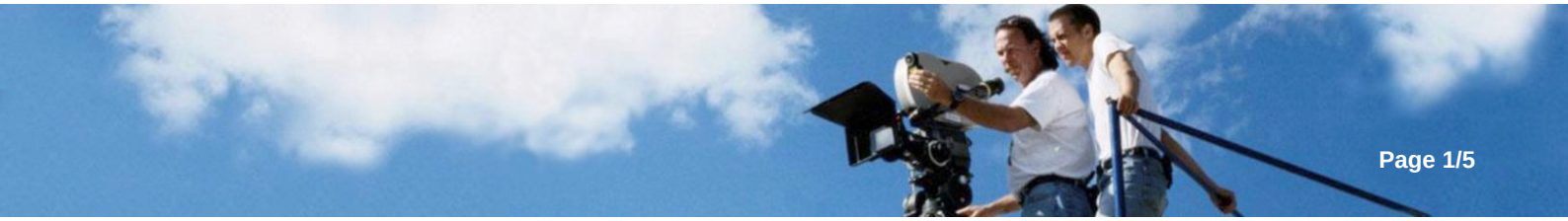
(01) Plant Health Research – Research Triangle Park (RTP)

10/25/2013; 05:04; A1/A2: Atmo; FullHD



The Research Triangle Park (RTP), North Carolina, is one of BASF's six major hubs for research and development in North America. This research site is at the vanguard of global plant health research for BASF.

The technical competencies include agricultural products research and development, insecticide, fungicide and herbicide research, formulation research and scale-up and analytical support for R&D.



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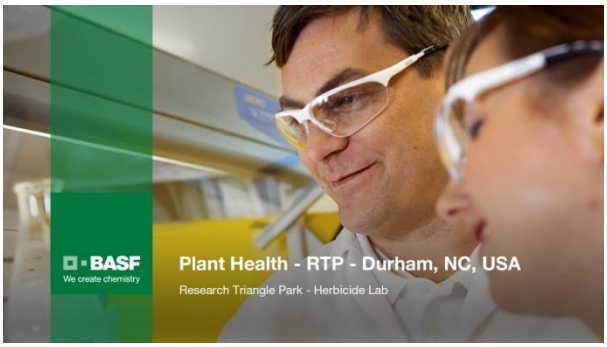
(02) Herbicide Lab – Research Triangle Park (RTP)

10/25/2013; 02:39; A1/A2: Atmo; FullHD

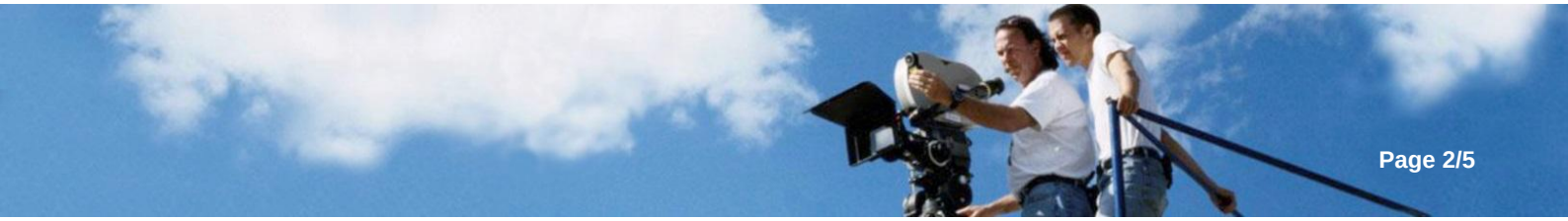


Weeds can acquire resistance to herbicides as a result of natural mutations. This property of plants is used by BASF researchers. Scientists trigger gene mutations in cultivated plants and cross these plants with one another several times. By using these traditional breeding methods, researchers obtain daughter generations with a variety of characteristics.

Agricultural Biologist Sarah Meadows and Biologist Chad Brommer test herbicide chemistry. New active ingredient candidates and advanced formulations from herbicide research have a strong commercial potential.

(03) Megan Andriankaja – Technical Marketing Specialist

10/25/2013; 02:30; A1/A2: Direct Sound; FullHD



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00:06

Our research really translates directly to the growers by giving them the innovations that they need to get the highest yields possible from their land. So we have ever increasing world population and that means that there are a lot of demands placed on our growers around the world to create more yields from less land. So any kind of innovations and technologies that are going to help them to do that – increase those yields – is going to help them translate our science into a sustainable future in agriculture and more food to feed a growing population.

00:40

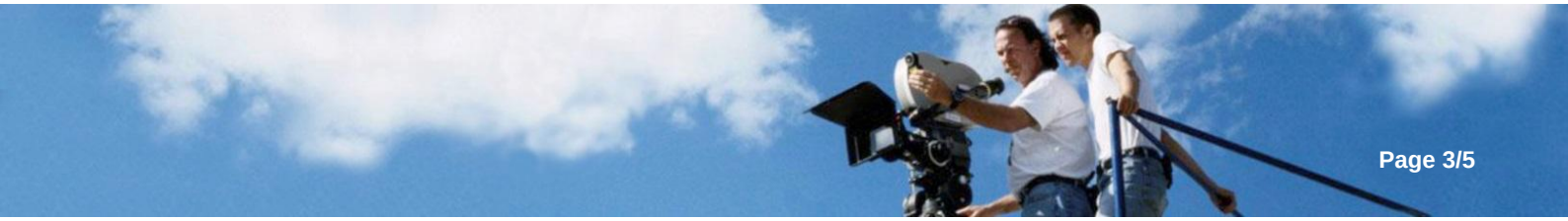
Weather is one of the main concerns that growers are faced with it on a yearly basis. And our health products will help them weather the stress better. So a grower will never know what kind of weather is going to happen. They don't know what to prepare for. So they have to take a very proactive approach and one way that they can do that is using innovations from BASF to help protect them from that whether variability from year to year, because it doesn't matter what the weather's going to be whether it's drought, whether it's cold, whether it's heat stress. That plant health product from BASF is going to protect that plant to yield more no matter what.

01:19

Bigger fruits mean that the plant is able to take up more water and more nutrients from the soil and it also means that the plant is able to withstand stresses better. So if you have a drought year like what we saw in two thousand and twelve in the Midwest, those plants that were treated with the plant health products of ours, were able to withstand the stress better and also create higher yields for our farmers.

01:43

BASF is a company that brings a lot of innovations to the market. They don't wait to react to situations; they're really the leaders in the market. They're trading proactively and they get their products to the market before anybody else does.



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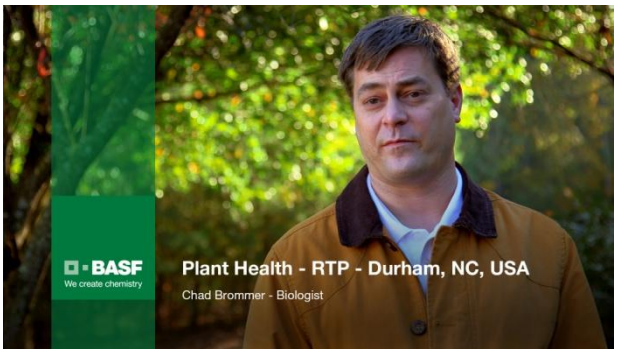
(04) Chad Brommer – Biologist

10/25/2013; 02:36; A1/A2: Direct Sound; FullHD

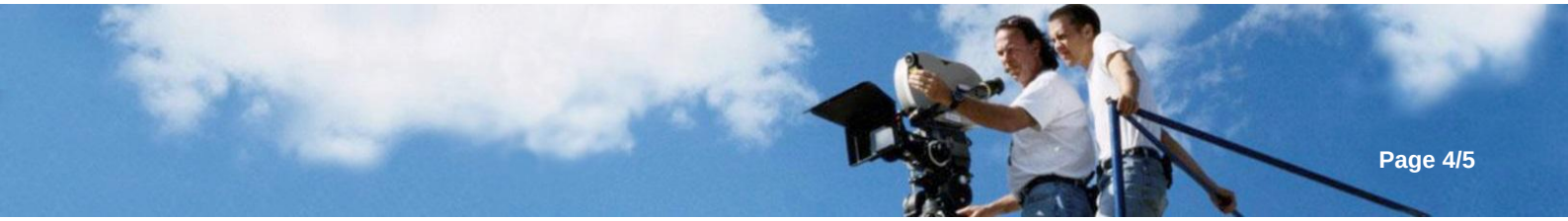


00:06

Herbicides are very important because in order for a crop to really grow, in order for to establish and this can be trees where you get your apples from or grapes or corn or soybeans or cotton. They can be inhibited by weeds. So KIXOR is one of those great products that comes in and helps to keep that in a beneficial way. So the plant can grow without competition for water, nutrients or sunlight.

00:29

We have a lot of different weeds that we've been acquiring over the last few years. In particular some of the glyphosate resistant weeds that become such a problem here in North America and throughout the world. These weeds are not killed by glyphosate or roundup as some people call it. And KIXOR is one of those herbicide technologies, developed by scientists in Germany and here in the United States which are working for BASF that we can use to help control these weeds.



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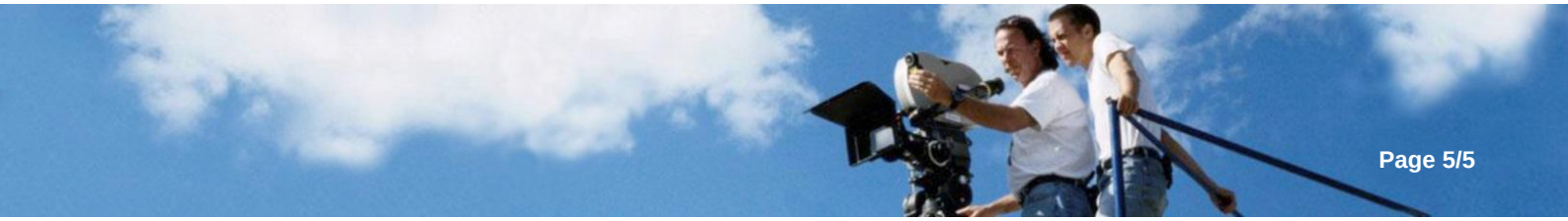
00:52

The inspiration comes from the ideal of many, many people here looking for the next great opportunity, the next outcome, another fantastic idea that we can use to help people who are farming. That could be farmers anywhere around the world as well as here in North America. And it's a special feeling when you know that you can provide an opportunity to somebody who spends their life in the field, trying to grow food for us, something that's can make your life easier, to help them to make more money and to help feed a lot of people.

01:24

It's a really unique opportunity to have a brand new facility here that's going to help to stimulate research with our GB group which is in biotechnology as well as our insecticide discovery and development group. And I don't think people understand how important it is to have great teams of scientists from different disciplines working together. It helps us in herbicides and fungicides as well as in the new core group of insecticide scientists and biotechnology specialists that are here.



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