

TV-Service – Seeing is believing

BASF in motion

tvservice.basf.com

Xemium® – Fungicide with Long-Term Effect

Footage material

BASF's innovative fungicide Xemium® moves throughout the plant reaching far into the outermost points of the leaf and has a high efficacy over a long period of time. It can be applied directly onto the seeds as a seed treatment, so that only a small amount is needed – making the work of farmers easier and providing protection from day one.

A multi talent against fungal diseases

Farmers can use Xemium® in many crops. It can be applied to specialty crops such as fruit and vegetables as well as to arable crops such as soybeans and grains. In the meantime, it is available in more than 80 countries, including key agricultural markets such Brazil, Germany, and the U.S., for nearly 140 different crops – from A for apple to Z for zucchini.

(01) Production for innovative plant protectants in Ludwigshafen

(09-19-2019 / 8'30 / ATMO / Footage)



Xemium® belongs to the chemical class of carboxamides. BASF research teams have thus developed a high-performance active ingredient that helps farmers worldwide to control fungal diseases in various crops.

These include for example soybean rust and septoria in cereals. Additionally, Xemium® can also be applied to specialty crops such as fruit and vegetables. The highly efficient fungicide ensures consistently high yields for farmers.

For further information:

Silke Buschulte-Ding, BASF SE
Specialist Visual Communication,
Film and TV, Brand Consultancy
Tel. 0049 621 60 48 387,
E-Mail: silke.buschulte-ding@basf.com

