Important Considerations for Using Biologicals in Crop Protection Programmes

150 years



Mike Gusefski Global Biological Marketing, BASF Crop Protection ABIM, Oct. 19-21, 2015

What we'll cover

Opportunity: what's next

Considerations

Our approach





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Opportunity



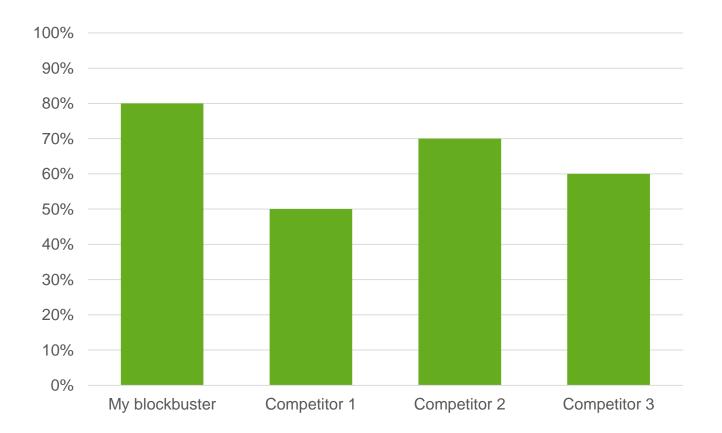


Trust



Opportunity

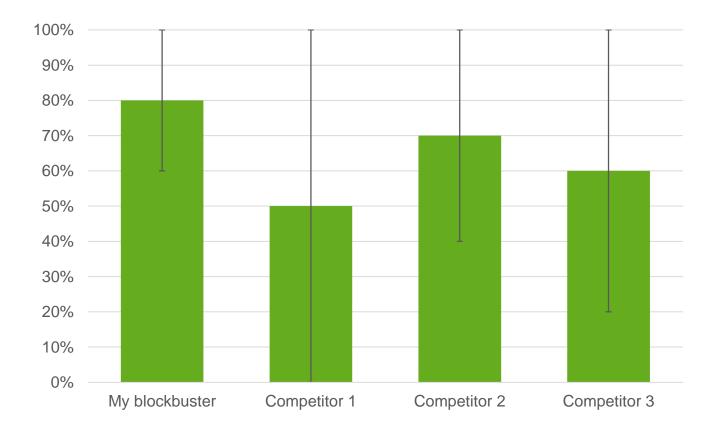
The marketing brochure shows this...





Opportunity

...but the grower experiences this...

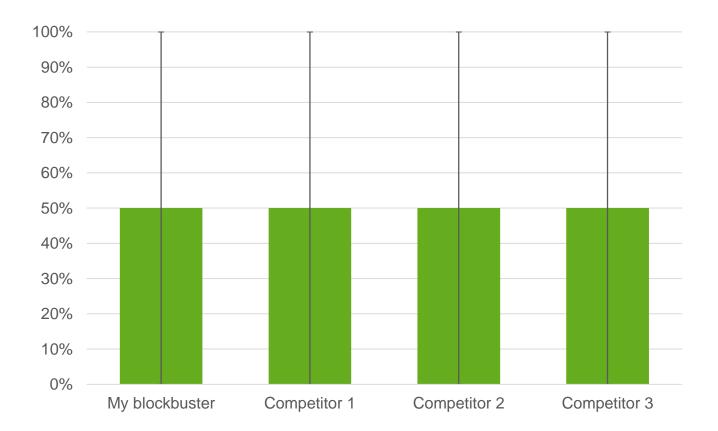


150 years



Opportunity

...or even this...



Considerations Where you tested

150 years



Considerations Where farmers grew...

150 years



Considerations How much water?

150 years

We create chemistry



20 L/ha



200 L/ha



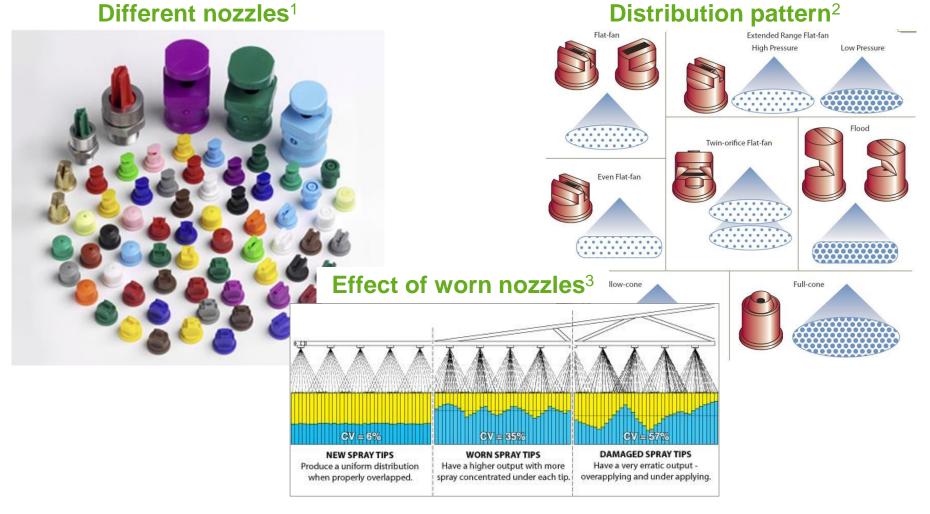




Considerations What kind of nozzles?

Different nozzles¹

We create chemistry

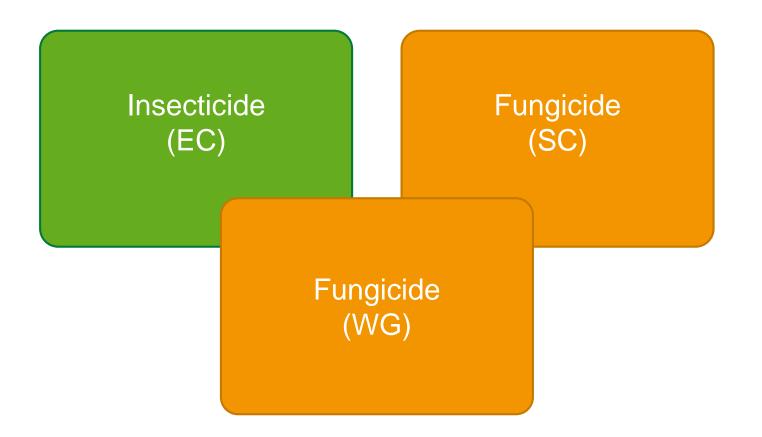


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Considerations What else is in the tank?

150 years



Considerations What else is in the tank?

Product name (active ingredient)

Acrobat Plus (Dimethomorph + Mancozeb)

> Polyram (Metiram)

Ridomil Gold Combi (Metalaxyl-M + Mancozeb) Serifel[®] spore viability



150 years

Considerations What else is in the tank?

Insecticide (EC) Fungicide (SC) Fungicide (WG) Water Chemistry Adjuvant Fertilizer Water Temp

150 years

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We create chemistry

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Considerations When was the application made?

Product: Serifel® Crop: Grape (var. Chardonnay) Situation: Glasshouse (to prevent loss from rainfall) Application: Foliar spray to just before runoff Percent spores remaining on leaf (%) **** Days post-application

150 years

Considerations When was the application made?

150 years



Considerations Building trust

150 years

We create chemistry



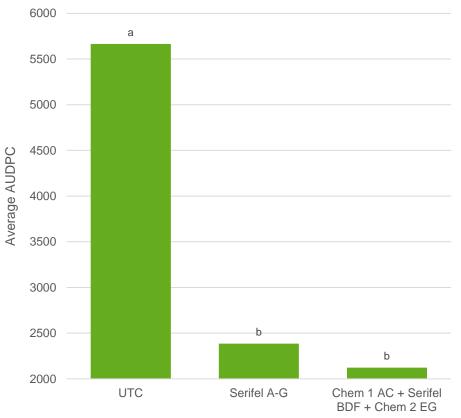




Replicate Investigate

Serifel[®]

Disease: Powdery Mildew Crop: Strawberry Location: Florida





150 years

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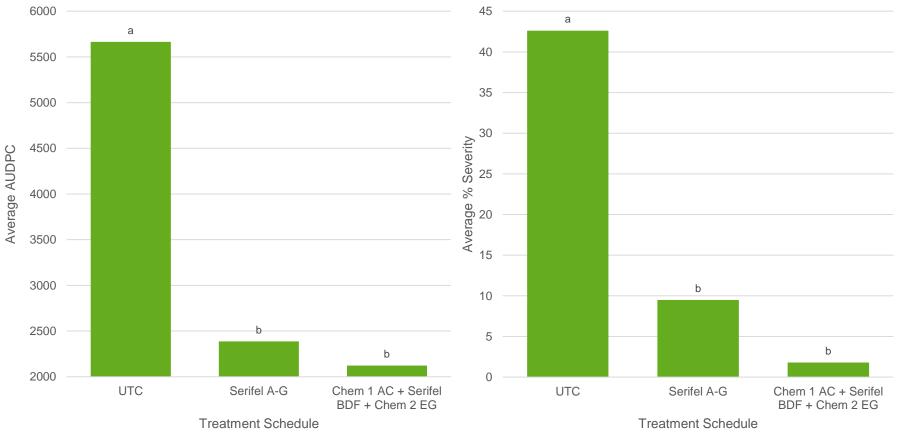
Treatment Schedule



Serifel[®]

Disease: Powdery Mildew Crop: Strawberry Location: Florida

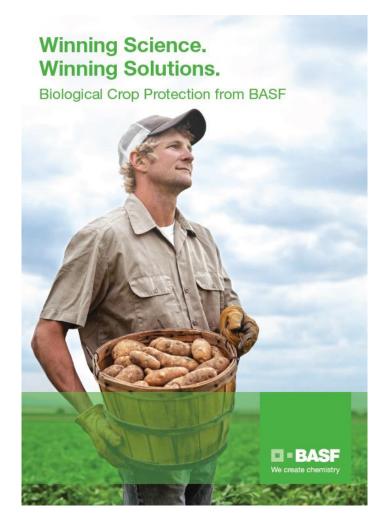
Disease: Leaf Scorch Crop: Strawberry Location: Florida



Winning Science. Winning Solutions.



150 years



Serifel[®] Vault[®] HP Nemasys[®]

Xanthion®

Integral®

Broadband[®]

