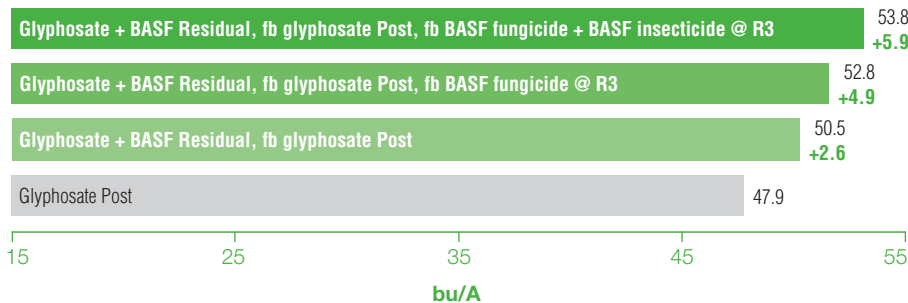


Research Trial Results with BASF Yield Advantage

Multi-Year Research Results for 2010 - 2013

Multi-year research trials in soybeans have shown that a comprehensive pest-management program utilizing a combination of effective herbicides, insecticides and fungicides provides crop protection and improved Plant Health to help maximize yield and profit.

Soybean Yield Results



Data compiled from 2010 - 2013. BASF (20) and university (30) field trials: BASF (AR-2, IA-2, IL-4, KY, KS LA-3, MN-3, NC, NY-2, & TN), UI-3, UK, UMn, UMo-2, UN-2, UW-2, ISU-3, KSU-2, UMd, MSU-2, OSU-2, SIU-3, NDSU, SDSU, Purdue-3. All treatments included adjuvants as required. BASF Residual program: Optill[®] herbicide, Optill PRO herbicide, Sharpen[®] herbicide, Sharpen herbicide + Zidua[®] herbicide or Sharpen herbicide + Prowl[®] H2O herbicide. BASF fungicide: Headline[®] fungicide in 2010 and Priaxor[®] fungicide in 2011-2013. BASF insecticide: Respect[®] insecticide in 2010 and Fastac[™] insecticide in 2011-2013.

BASF Soybean Product Portfolio

Optill PRO[®] herbicide, powered by **Kixor[®]** herbicide technology, **Sharpen[®]** herbicide + **Zidua[®]** herbicide, or **Sharpen** herbicide + **Prowl[®] H2O** herbicide, applied preplant to pre emergence, protects soybean yield potential by eliminating early season competition from hard-to-control broadleaf weeds and grasses.

Fastac[®] EC insecticide gives growers an effective tool with excellent knockdown, residual and repellent action. It works on a broad spectrum of piercing-sucking and chewing insect pests, including aphids, beetles and stink bugs.

Priaxor[®] fungicide provides long-lasting protection, post-infection disease control, Plant Health benefits, and consistent performance. Over 470 field trials have demonstrated that **Priaxor** fungicide consistently delivers yield increase (+4.5 bu/acre) and high-quality crops.

BASF High-Yield Program vs. Non-residual Glyphosate-based Program¹

Additional estimated profit of \$43.06 per acre

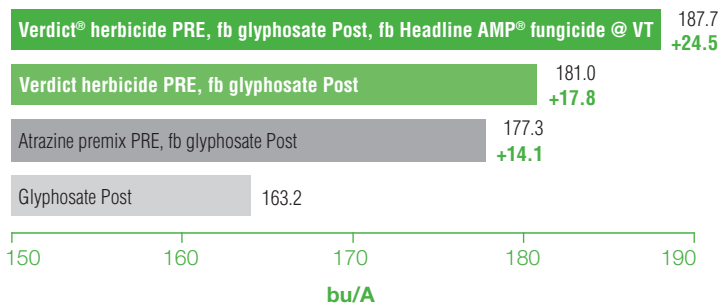
ROI of 2.35 to 1

¹ Additional estimated profit: average of 2010 - 2013, based on increased revenue (yield increase multiplied by average soybean price) minus incremental cost of BASF high-yield program (BASF residual, BASF fungicide, BASF insecticide and post application) per year. Average season soybean price as reported by USDA U.S. in November. ROI: average of 2010 - 2013, based on increased revenue divided by incremental cost of BASF high-yield program per year.

Multi-Year Research Results for 2010 - 2013

Multi-year research trials in corn have shown that a comprehensive pest-management program utilizing a combination of effective herbicides and fungicides provides crop protection and improved Plant Health to help maximize yield and profit.

Corn Yield Results



Data compiled from 2010 - 2013 BASF (17) and university (24) field trials: BASF (IA -2, IL-4 , LA, ND, NY-3, TN-6.), UI, UMd, UMo-2, UN, UNM, UWi-2, UWy, ISU-3, CSU, MSU, OSU, SIU-2, SDSU-2, Purdue-3, WIU. Atrazine premix: Guardsman Max[®] herbicide. PRE herbicide rates adjusted to soil type. All treatments included adjuvants as required.

BASF High-Yield Program vs.	
Total Post Glyphosate Program ²	Atrazine-based Premix fb Glyphosate Post
Additional estimated profit of \$104.01 per acre	Additional estimated profit of \$41.94 per acre
ROI of 2.82 to 1	ROI of 2.45 to 1

² Additional estimated profit: average of 2010 - 2013, based on increased revenue (yield increase multiplied by average corn price) minus incremental cost of BASF high-yield program (Verdict herbicide, Headline AMP fungicide, and aerial application) per year. Average season corn price as reported by USDA U.S. in November. ROI: average of 2010 - 2013, based on increased revenue divided by incremental cost of BASF high-yield program per year.

Visit agproducts.basf.us for more information on BASF Crop Protection products.

BASF Corn Product Portfolio

Verdict[®] herbicide, powered by **Kixor[®]** herbicide **technology**, delivers fast broadleaf burndown and residual control of grasses and tough broadleaf weeds. **Verdict** herbicide builds a strong foundation so growers can start clean, and allows timing flexibility for a more effective post application—ultimately help drive a better ROI and maximum yield potential.

Headline[®] AMP fungicide was developed for corn growers who demand the best in disease protection and Plant Health benefits. By combining **F500[®]**, the active ingredient in **Headline** fungicide, with a unique best-in-class triazole, **Headline AMP** fungicide delivers superior disease control and more corn-per-acre than any other fungicide on the market. In 260 on-farm corn trials conducted over the past four years, **Headline AMP** fungicide has been proven to increase yields between 11.9 and 14.5 bu/A when compared to untreated corn acres.



Guardsman Max[®] herbicide and Fastac[™] insecticide are Restricted Use Pesticides.

DISCLAIMER: Results reported here are from certain field trials; individual results may vary and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain, as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. BASF makes no guarantees that you will obtain a particular result.

Always read and follow label directions

Optill, Optill PRO, Sharpen, Zidua, Prowl, Headline, Headline AMP, Priaxor, Fastac, Kixor, Respect, Guardsman Max, Verdict and F500 are trademarks and registered trademarks of BASF.

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