

BASF: Roadmap to a Very Special Destination

Author(s): Емил Иванов

Date: 05.08.2015 *Issue:* 8/2015



BASF's YIELD PLUS pilot platform in the village of Ovcha Mogila, Veliko Tarnovo region, is a landmark, multi-faceted location showcasing the current product portfolio for ensuring the high health status of strategic agricultural crops: wheat, barley, sunflower, corn, and rapeseed. It represents high-tech, high-quality crop protection that increases success rates, creates added value, and delivers secure profits.

The professional interest in the presentation of BASF's business model once again this year gathered several thousand agricultural producers from across the country. The high expectations were met: in a real-world setting, the activities and results of BASF-branded crop protection products were demonstrated as part of the company's marketing strategy to provide options for informed choice.

BASF's roadmap leads us to a very special destination – next-generation, high-tech crop protection. And it proves that investing in previously unknown territory is a winning policy. It creates prospects for intensity, for agricultural sustainability, for previously unknown qualitative characteristics. The recognizability and popularity of the AgCelence and Clearfield brands are a sure sign that THE FUTURE IS DEFINED. BASF creates, commercializes, and positions revolutionary technologies in crop protection!

We want innovation, we want large-scale campaigns with big ideas, solid strategy, and impressive creative that lead to incredible results. BASF's answer is before the eyes of all Bulgarian agricultural producers.

And that makes the difference...

Complete coverage of the event will be published in issue 6/2015.