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BASF and Limagrain launched Clearfield Plus

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With the Clearfield technology 10 years ago, BASF and Limagrain initiated a revolution in the fight against weed vegetation and the parasite broomrape in sunflower. All multinational seed companies joined this mega collaboration project by BASF. A global success was achieved not only in sunflower but also in corn, rice, and rapeseed. Over the last four years, Clearfield has become the undisputed leader in Bulgaria, applied on more than 50% of the areas where sunflower – the strategic crop in our national agricultural production – is grown.

BASF and Limagrain continued to build upon the key Clearfield model. The result of their unprecedented scientific and technical collaboration was presented on November 18th to the Bulgarian agricultural community. The heads of the Bulgarian teams of BASF – Vanya Gorcheva, and of Limagrain – Dimitar Doychev, with the participation of leading experts from both

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companies, "lifted the curtain" for about 400 major sunflower producers in the country at the super luxurious "International" hotel on Golden Sands near Varna.

The attendees were invited to turn their imagination to the max and become participants in an exciting journey into the future, which is happening today, before their eyes.

Clearfield Plus is a conceptual model of SUNEO, the latest high-tech genetic solution from Limagrain – sunflower hybrids in which genes for resistance against all the newest races of the parasite broomrape and significantly increased tolerance to the herbicide Pulsar Plus have been incorporated through breeding methods. The profile of Pulsar Plus includes a faster initial effect, a higher degree of aggressiveness, and a broader spectrum of action, an unparalleled effect against the entire weed association, including against hard-to-control weeds with the presence of hairs and waxy coating, as well as against all broomrape races.

The Clearfield Plus technology opens a new page in herbology and weed control in sunflower. SUNEO hybrids + Pulsar Plus provide two-sided protection against broomrape throughout the entire vegetation period, even better and longer control against the weed association, higher yield and oil content from the cultivated sunflower hybrids.

All details about the new Clearfield Plus technology can be read in the next issue of the "Plant Protection" magazine.