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BASF: Welcome to the zone of success!

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The team of the “Crop Protection” division visualized its conceptual strategy for 2016 at 4 regional meetings – in Varna, Burgas, Pravets and Sofia.

The focus was on crop protection technologies for the protection of cereal crops, sunflower, maize, oilseed rape and pulses, as well as on the topic of growth regulators, which are part of the highly intensive production of cereal crops.

The news about the company’s financial policy for this year was received with great interest by those present. It envisages the most attractive prices so far for key products and record discounts, yet another proof that Bulgaria is a target market for the German agrochemical company.

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1,000 farmers from all over the country – received exclusive information about the competitive advantages of the product portfolio, whose selection now includes 60 pesticides. The focus was on crop protection technologies for the protection of cereal crops, sunflower, maize, oilseed rape and pulses. Special attention was paid to the topic of growth regulators as part of the highly intensive production of cereal crops. The news about the company's financial policy for this year was received with great interest. It envisages the most attractive prices so far for key products and record discounts, yet another proof that Bulgaria is a target market for the German agrochemical company and further evidence that BASF believes in the success of Bulgarian agriculture.

Undoubtedly, news item No. 1 was the long-awaited premiere of the New Major herbicide **Biathlon 4 D** for the control of broadleaf weeds in all cereal crops. Its format includes several creative characteristics. The combination of the two active substances / the sulfonylurea tritosulfuron – 714 g/l + the triazolopyrimidine florasulam – 54 g/l / turns out to be a "gunpowder" mixture with an impressively high charge, which propels this segment of crop protection into a new, higher orbit. The formulation is a water-dispersible granule (WG), and the adjuvant DASH improves the coverage, adhesion and penetration of the active substances into the weeds. The combination of the two active substances with the adjuvant DASH determines a broader spectrum, a stronger effect and a longer-lasting herbicidal action. **Biathlon 4 D** received strong support – the impressive results from its testing in Bulgaria on trial and commercial fields over a period of three years.

Biathlon 4 D is taken up predominantly through the leaves. It then moves very quickly throughout the weed plant – acropetally to the growing points and basipetally to the roots. The blocking of the weeds is achieved through chemical binding of the active ingredients to the ALS enzyme. The advantage of **Biathlon 4 D** arises from the fact that both active bases block the synthesis of the ALS enzyme, but since they are not from the same class, they bind in different ways and at different sites to the ALS enzyme. When the ALS enzyme is blocked, the weeds lose the ability to synthesize proteins, which leads to a sharp cessation of growth and uptake of nutrients by the weed plant. Later, the weeds turn yellow, their leaves wilt and gradually die.

The application rate is 4–5 g/da + 40–50 ml/da DASH. If it is used in the autumn (after the 3rd leaf of the crop) the rate is 4 g/da + 40 ml/da DASH. In the spring (up to the appearance of the flag leaf) the rate is the same. The rate of 5 g/da + 50 ml/da DASH is applicable if the goal is a faster initial effect and overgrown weeds.

The four key efficacies of **Biathlon 4 D**:

1D. Control of difficult weeds

The intensity of **Biathlon 4 D** is multi-level. It is a broad-spectrum herbicide. In practice, it controls more than 80 broadleaf weed species, regardless of their density, including chamomile, cleavers, mustard, larkspur, as well as highly problematic ones: poppy, speedwell, violet, milk thistle, dock, cornflower, volunteers from conventional oilseed rape, conventional and Clearfield-type sunflower.

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The weeds are most susceptible when the broadleaf weeds are at the 2nd–8th leaf stage, and the rhizomatous weeds are 10–15 cm high.

2D. Wide registration

Biathlon 4 D can be used without problems from the 3rd leaf up to the flag leaf of the respective cereal crop. It exhibits an exceptionally high degree of selectivity; no herbicidal phytotoxicity has been recorded throughout the entire vegetation period. This fact suggests that the herbicide can be used at any time when the weeds are most vulnerable or if some other circumstance has caused a delay in spraying.

3D. Flexibility with regard to climatic conditions

Temperatures practically do not limit the activity of **Biathlon 4D**. It is used in a wide range – from 5 to 25 degrees. Rainfall occurring one hour after application of the product does not affect its action.

4D. Excellent tank-mix compatibility with other products

Biathlon 4 D can easily be mixed with fungicides, graminicides, insecticides, foliar fertilizers and growth regulators. Interesting! In the combination **Tango Super** + **Biathlon 4 D**, the fungicide is in synergy with the herbicide!

Let us put a full stop. The BASF brand is so recognizable in Bulgaria that we can safely skip one level in the positioning of **Biathlon 4 D** and of the market strategy for its predetermined triumph.