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BASF: Agricultural solutions that create new opportunities for investment and growth with BASF rapeseed hybrids and Systiva – 360-degree protection from sowing to spring for 3.6 BGN per decare

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The company team launched the corporate product and technological project Roadshow Systiva, Autumn 2018. The format was highly unconventional and original – a Seminar on Wheels. The hall, equipped with an audiovisual system, the latest in the digital “revolution”, was part of a futuristic presentation truck branded with key BASF slogans and messages. The unusual platform covered an impressively large-scale route to all parts of

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the country. For more than 15 days it was consecutively “parked” at 28 special stops – technical bases of leading agricultural producers. The magnetic vision of this presentation complex, of this creative concept and the expectations for first-hand news were a sufficiently strong stimulus for great professional interest and a large audience.

Such a high level of marketing cannot be without a focus. The focus of this large-scale BASF event was twofold. The first – the presentation of oilseed rape hybrids, part of the new businesses and assets recently acquired by BASF, as well as the results and comments from the multi-faceted basic national trials under various production and agro-ecological conditions of the premium fungicide Systiva, which is on its way to changing the philosophy in the segment of cereal crop disease control.

The positioning of rapeseed varieties under the BASF brand on the Bulgarian market this summer confirms the objective of the new investment project of the German company – to assume leading positions in the global seed industry as well. The hybrids **Elmer CL** and **Safer** are relatively new, distributed in limited quantities on our market in recent years. In this case, special attention is deserved by the major innovation – the new generation of rapeseed hybrids **InVigor**, which has already managed to top the rankings in North America, with the ambition, claims and potential to revolutionize the production of this agricultural crop.

It is an indisputable fact that **Systiva** is a technological breakthrough, progress in science, and proof of the powerful capacity of a new class of agrochemistry to deal decisively with cereal diseases. **Systiva** is the first fungicide in global plant protection practice to be applied together with the seed treatment on the seeds. It guarantees the longest protection of wheat and barley against soil-borne and seed-borne pathogens, as well as against foliar diseases from sowing until spring. In wheat: against septoria leaf blotch, tan spot (DTR), rusts, powdery mildew, root rot (Rhizoctonia solani), fusarium root rot (Fusarium spp.). In barley: net blotch, rhynchosporium, stripe disease, powdery mildew, snow mold, rusts. This broad-spectrum activity, this guaranteed protection, this total prevention from all diseases is entirely due to Xemium, BASF’s newest SDHI fungicide.