



We create chemistry

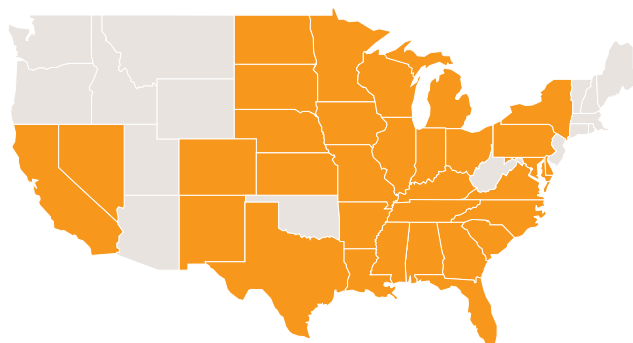


A COMMITMENT TO STEWARDSHIP

Coming Soon: Online Application Training Module

Today's agricultural landscape is increasingly complex. The advent of new and advanced herbicide technologies must coincide with increased stewardship education to ensure a safe, sustainable future for crop production.

Developed by BASF for this reason, the **On Target Application Academy** (OTAA) aims to promote stewardship and educate growers, applicators and retailers on how to accurately and safely apply herbicides. Alongside some of the country's brightest minds in herbicide application, BASF is channeling a commitment to stewardship through this one-of-a-kind program that reaches thousands of applicators around the country.



13,400 GROWERS
31 STATES

OTAA has trained more than 13,400 growers, retailers and commercial applicators in 31 states.

FUN FACT More states have hosted an OTAA training session than a Super Bowl.



OTAA TRAININGS AT UNIVERSITIES

MORE THAN

90

YEARS

of Combined Experience Between

3 EXPERT TRAINERS



MORE THAN
158
SESSIONS



EQUALING MORE THAN
9,707
TRAINING HOURS



STEWARDSHIP IN THE NEWS

“BASF has a commitment to stewardship. The company understands that good stewardship will ensure that innovations and technologies will be around to help farmers for years to come. And, BASF continues to help farmers understand optimal application practices so they can preserve the land and get the most out of their acres.”

– **AgriMarketing, March 2015**

“As we move away from glyphosate-only treatments into more complete weed control programs, good stewardship practices will be essential,” Bozeman said. “Growers and applicators need to be aware of precise recommendations for spray applications in the future, including weather, weed height, time of day and the location of neighboring crops.”

– **AgProfessional, June 2014**

“BASF has reached out in part through its On-Target Application Academy (OTAA), a half-day, hands-on training session on best herbicide application practices. Topics also include nozzle selection, calibration, sprayer set-up, equipment clean-out, adjuvants and plant biology.”

– **CropLife, May 2015**

“Engenia, a new dicamba herbicide developed for use in dicamba-tolerant crops, features low volatility. BASF has developed the ‘On-Target Application Academy’ to assist field training in proper use and stewardship of the product.”

– **Southwest Farm Press, December 2015**

“It’s one way to improve the fight against weeds, but Wolf said it’s going to take education for people to ‘understand that we can do it safely with minimizing drift. I can’t say we can eliminate the drifting.’ ”

– **Tri-State Neighbor, April 2014**

To enhance the reach of the program’s accessibility to applicators, BASF will be bringing the OTAA educational experience online, in the form of a digital training. The OTAA digital module will include a series of educational videos that will teach growers best practices for a herbicide application. Applicators will be able to access the OTAA online module by visiting Grow Smart University at www.growsmartuniversity.com.

Always read and follow label directions. Engenia is a trademark of BASF. Engenia herbicide is not registered and not available for sale. The educational material provided is for informational purposes only and is not intended to promote the sale of the product. Any sale of this product after registration is obtained shall be solely on the basis of the EPA approved product label, and any claims regarding product safety and efficacy shall be addressed solely by the label.