

Feature Story



On Target Application Academy Goes Digital

Today's agricultural world is a complex environment. On any given operation around the country, growers in modern agriculture must effectively manage resistant weeds, comprehend advanced equipment technologies, and steward state-of-the-art herbicide chemistries.

To help ensure proper application and a reduction in weed resistance, increased education on stewardship is becoming essential.

In response to this need for continued education, BASF is expanding its On Target Application Academy (OTAA) stewardship program with an online training module. This new digital training provides growers and applicators easy-to access best practices for proper and effective herbicide application.

"Proper application is critical for success with any crop protection product," said Dr. Bob Wolf, owner of Wolf Consulting & Research LLC and OTAA trainer. "Easy-to-access herbicide application tips lead to growers and applicators improving on-target applications."

Growers and applicators can access the online module in the field or at home on any device. The digital training includes a series of educational videos featuring tips for successful application, including drift mitigation, nozzle selection and proper calibration. Applicators seeking to earn Continuing Education Unit (CEU) credits can qualify for 1.0 CEU by completing the OTAA digital training.

Additionally, the OTAA online module includes tips and requirements for applying Engenia™ herbicide, the most flexible and advanced dicamba for use on dicamba-tolerant soybeans and cotton.

By taking the OTAA stewardship program online, BASF aims to bring critical application knowledge in a convenient digital module to meet the needs of growers across the country. In-depth, in-person trainings are available for those seeking additional training from OTAA application experts.

Growers and applicators can take the OTAA training module by visiting www.growsmartuniversity.com, clicking on the "Herbicides" tab and selecting the module titled "Making an On Target Engenia Herbicide Application."

For more information contact:

Barbara Aguiar
BASF Corporation
Tel: (919) 547-2305
E-mail: barbara.aguiar@basf.com