

# Press Release



## BASF introduces the Provisia Rice System

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### New herbicide-tolerant technology receives EPA approval

RESEARCH TRIANGLE PARK, NC, May 30, 2017 – Rice growers seeking increased rotation management and improved grass control now have a new tool, BASF's Provisia™ Rice System. The system, which received EPA approval for the 2018 season, provides post-emergence control of a broad range of weeds, including acetolactate synthase (ALS) resistant grasses, weedy rice, and red rice.

"The Provisia Rice System provides growers with a much-needed technology," said Nick Fassler, Manager, Technical Marketing, BASF. "This system helps achieve more rotational control of operations, enabling growers to consecutively produce rice without increasing weed resistance year after year."

Following Provisia herbicide's EPA registration in early 2017, BASF partnered with researchers at Louisiana State University (LSU) AgCenter and Horizon Ag to bring the system to market.

Developed by BASF, the system enables growers to apply the Provisia herbicide on the Provisia seed crop. This application allows for a rotation of Clearfield® rice, Provisia rice,

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then Roundup Ready® or LibertyLink® soybeans. This creates ongoing weed control by using different herbicide modes of action: ALS inhibitor, Acetyl-CoA carboxylase inhibitor for rice, and Roundup Ready or LibertyLink soybeans.

“Horizon Ag partnered with BASF to bring Provisia Rice System to market in 2018. This important new technology enables rice growers to achieve better control of costly weeds that have the potential to impact yield and quality,” said Tim Walker, Horizon Ag General Manager. “Much like when BASF, LSU AgCenter, and Horizon Ag worked together to launch the Clearfield® Production System, we see this as another important tool, enabling rice producers to more effectively manage costly weed problems while planting high-yielding, superior quality Horizon Ag branded varieties.”

“This new technology is a valuable tool for rice producers in the southern U.S.,” said Dr. Steve Linscombe, the LSU AgCenter Southwest Regional Director, Resident Coordinator, Senior Rice Breeder and Geneticist at the H. Rouse Caffey Rice Research Station. “It adds to the flexibility of rotational systems and extends the longevity of the Provisia technology. Ultimately, this system provides new weed control solutions to rice growers and aids in university research efforts to increase the profitability and environmental stewardship of rice farming.”

Growers can learn more about the Provisia Rice System at [www.provisia.us](http://www.provisia.us).

Always read and follow label directions.

Clearfield is a registered trademark of BASF.

Provisia is a trademark of BASF.

Roundup Ready is a registered trademark of the Monsanto Company.

LibertyLink is a registered trademark of Bayer.

### **About BASF's Crop Protection division**

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. BASF's Crop Protection division works with farmers, agricultural professionals, pest management experts and others to help make this possible. With their cooperation, BASF is able to sustain an active R&D pipeline, an innovative portfolio of products and services, and teams of experts in the lab and in the field to support customers in making their businesses succeed. In 2016, BASF's Crop Protection division generated sales of more than €5.6 billion. For more information, please visit us at [www.agriculture.basf.com](http://www.agriculture.basf.com) or on any of our social media channels.

### **About BASF**

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