

# News Release



## BASF Empress Intrinsic brand fungicide approved for use in California

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Supplemental label provides California growers with effective drench fungicide for disease control and plant health

RESEARCH TRIANGLE PARK, NC, May 11, 2015 – BASF today announced that **Empress® Intrinsic®** brand fungicide received supplemental labeling for use on herbaceous and woody plants in greenhouse, nursery container and field production in California.

**Empress Intrinsic** brand fungicide provides protection against the four major root and crown disease pathogens – *fusarium*, *phytophthora*, *pythium* and *rhizoctonia*. Research shows Intrinsic brand fungicides control the broadest range of ornamental diseases while improving plant resilience to quality-reducing stresses that commonly occur during commercial production, handling, and transportation.

"More and more growers across the country are discovering the benefits of **Empress Intrinsic** brand fungicide treatments at propagation for rooted plugs, cuttings and seedlings, and in drench applications on transplants during the production cycle to protect against the major root diseases," said Joe Lara, senior product manager for BASF ornamentals. "A BASF fungicide program utilizing **Pageant® Intrinsic** and **Empress Intrinsic** brand fungicides provides growers with a foundation for broad spectrum disease protection, effective resistance management, application flexibility, and a stronger defense against plant-damaging stresses – results that produce the highest quality ornamental plants the market ultimately chooses."

Labeled use sites for **Empress Intrinsic** and **Pageant Intrinsic** brand fungicide include greenhouses, lathouses and shadehouses, interiorscapes, outdoor nurseries (field and container) and retail nurseries.

For more information, visit [IntrinsicPlantHealth.com](http://IntrinsicPlantHealth.com) or [BetterPlants.basf.us](http://BetterPlants.basf.us).

### About BASF's Crop Protection division

With sales of more than €5.4 billion in 2014, BASF's Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as innovations to manage nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF Crop Protection is a leading innovator that partners with growers to protect and enhance crop yields, enabling them to produce high quality food more efficiently. By delivering new technologies and know-how, BASF Crop Protection supports growers to make a better life for themselves, their families and communities. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or on our social media channels.

### About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,000 employees in North America,

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and had sales of \$19.3 billion in 2013. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

**Always read and follow label directions.**

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