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| **Press Release** | 19/04/21 |

Flying high to help farm stewardship

* Drones help support countryside stewardship
* Farmers get second chance to win a DJI Mavic Air 2 Pro drone with full training
* New early-bird prizes, if you scan your cans before 30th April 2021
* Scanning Revystar® XE cans with the BASF Companion App

Identifying reasons for underperforming areas including black-grass mapping has become even easier for one farmer from Essex.

Martin Smith grows wheat, lucerne, OSR and spring barley, cropping 160-ha in Burnham-on-Crouch. He won a DJI Mavic 2 Pro drone with the BASF Innovation Offer last year and has been taking to the sky to visually scout underperforming areas within his field. By taking photographs and video footage, and then overlaying them with yield maps, Martin is able to identify large patches of arable weeds, or flooding, impacting his overall yield.

*“Where we would have to spend hours walking crops to review our weed burden or look at our plant cover, we can now instantly capture this by flying the drone over the field. We can use the technology to identify water logging, and look for interesting patterns, allowing us to go directly to the area of concern.”* commented Martin

*“You get a “live” picture of what is happening in the field, and with photographs instantly uploaded to my tablet device, I can use our field mapping app to overlay the images and monitor changes to our crop.”*

Following the success of the 2020 competition, BASF has launched the innovation offer again this year. Farmers are invited to scan their cans to be in with a chance of winning a DJI Mavic Air 2 Pro drone with full training to Civil Aviation Authority standards.

BASF Agronomy Manager, Jonnie Dennis has been supporting the initiative.

*“We are delighted to see last year’s winners using the drones to help their businesses, improve countryside stewardship, as well as using them socially to capture photos and video throughout the season. We wanted to offer a prize that not only helped on-farm but was really appreciated by the winners, something they would love to have but may not buy themselves.*

*“BASF has a strong commitment to develop our farmer community and provide tools to support the future of growing crops. The Innovation Offer is not just a prize, it is an opportunity to bring people together, to share knowledge and to form their own network.”*

Farmers need to scan just 10 litres of Revystar® XE to receive a pair of Sealskinz Waterproof All Weather Mid Length Socks. By scanning 50 litres, they will be entered into a prize draw to win one of 100 Musto Waterproof Trousers and if they scan 100 litres, they will be entered into the top prize draw to win one of 30 drones with training.

The training is delivered by ex-military personnel who all have experience in aviation. Taking place in small groups allows one-to-one interaction and support, and in some case, the formation of friendships and extending networks. Many of last year’s winners have stayed in touch with each other and regularly swap ideas and tips for using the drones.

The top prize was selected following market research with farmers. New to the competition this year is an early offer. Jonnie explains,

*“We have developed the competition to increase the chances of winning a top prize. We know the last few years have been difficult due to unprecedented weather, and farmers are looking to protect their crops to secure the highest yields possible.*

*“We really wanted to acknowledge this commitment so if you scan 50 litres of Revystar® XE before 30 April 2021, you will be entered into an additional prize draw to win one of 100 Musto Sardina Jackets.”*

Murielle Moille, BASF Campaign Manager added,

“*The success of last year has really highlighted how technological advancements, such as drones, are driving innovation. When paired with Revystar® XE, farmers have strong tools in the toolbox to drive yield.*

*“Revystar® XE has proven excellent control of Septoria, coupled with very rapid leaf uptake for curativity and rainfastness. It can be used at both T1 or T2 timings, allowing farmers the flexibility and confidence they can fully protect their crops .”*

Successfully tested and proven on farm on winter wheat, it also demonstrates strong disease control on barley. The combination of Revysol® and Xemium® within Revystar® XE retains its market-leading position against ramularia in independent trials and should be considered a core application on winter barley at T2.

To take part in the Innovation Offer, visit <https://basfrealresults.co.uk/innovation-offer-2021/>, download the BASF Companion App and start scanning your product code.

Farmers can also enter by scanning cans of Adexar®.

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Use plant protection products safely. Always read the label and product information before use. For further product information including warning phrases and symbols refer to [www.agricentre.basf.co.uk](http://www.agricentre.basf.co.uk).

Revystar® XE contains mefentrifluconazole (Revysol®) and fluxapyroxad (Xemium®). Adexar® contains fluxapyroxad (Xemium®) and epoxiconazole. Revystar®, Revysol®, Xemium® and Adexar® are registered Trademarks of BASF. © BASF 2021. All rights reserved.

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