

# Monsanto and BASF – working together for better results!

Monsanto and BASF are leading companies in the agricultural market, focusing on the needs of their customers. Monsanto supports the farmer in implementing sustainable farming, by utilising resources such as modern biological solutions, resulting in higher yields and preservation of natural resources. Innovative DEKALB®-seed from Monsanto annually delivers outstanding performance. On the other hand, the chemical leader, BASF, is known for their pioneering agricultural solutions and their dedication to support the farmer in building his business.

These two innovative companies, Monsanto and BASF, will collaborate through a co-promotion agreement offering even greater ground-breaking solutions to the South African maize market. The aim of this unique cooperation agreement is to uphold progress and sustainability within the industry. DEKALB®-seed from Monsanto and *AgCelence*™ products from BASF will co-promote their brands to form a new marketing synergy. Thus the excellent DEKALB®-seed and technology are combined with the equally excellent *AgCelence*™ products. The result is products performing above and beyond expectations, allowing the farmer to get more from his crop.

## Benefits of the marketing synergy between DEKALB® seed by Monsanto and *AgCelence*™ by BASF

The co-promotion between Monsanto and BASF combines the strengths and expertise of the individual brands. Consequently the enhanced products offer real innovation to benefit the producer.

### More about DEKALB®

Monsanto is a global leader in providing technology-based solutions and agricultural products which increase productivity on the farms and improve the quality of food. Monsanto's main focus is to enable commercial and small-scale producers to produce more on their available land, while at the same time preserving our scarce and natural resources such as water, land and energy. Through innovation, Monsanto strives to develop improved DEKALB® seed which can decrease the risks associated with farming whilst increasing production and at the same time using less water and fertiliser. Monsanto invests vast amounts of money annually across the world in seed and gene research to address the global challenges facing us today and to promote sustainability.



Although Monsanto realises that grain producers in South Africa have a wide selection of seeds to choose from, we believe that the agricultural sector in South Africa can hugely benefit from the use of DEKALB® innovation. This product performance has been supported by own, ARC and other independent trials.

### More about *AgCelence*™

At BASF we understand and share your passion for farming. As chemical leaders, our ground-breaking advancements offer you innovative and enhanced farming solutions.

*AgCelence*™ is the umbrella concept which includes various BASF brands. The word “*AgCelence*™” is a combination of “Agriculture” and “Excellence”, which means that *AgCelence*™ strives for outstanding and sustainable solutions in the agricultural market.



*AgCelence*™ offers various benefits, above and beyond normal crop protection, ranging across a variety of crops. Benefits of the *AgCelence*™ effect include: higher yields, improvement in marketable quality, better production efficiency and better stress tolerance. The importance of individual benefits can differ from crop to crop.

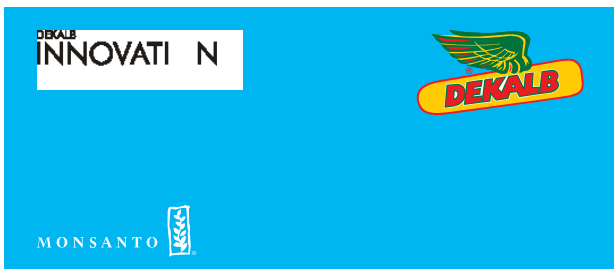
In a world filled with uncertainty, *AgCelence*™ by BASF affords farmers the opportunity to get the most from their daily input. As entrepreneurs farmers need ground-breaking solutions such as *AgCelence*™, to assist them in their growth.

*AgCelence*™ is the concept by BASF which is gaining a world-wide acceptance and has already been launched successfully in countries such as America, Romania and Italy. Presently it is being implemented in various other countries, including South Africa.

By living the *AgCelence*™ concept, you as farmer will decide to become part of the process where technical benefits are translated into a higher yield giving you more confidence in your daily decisions.

With *AgCelence*™ by BASF you can experience the pride and fulfilment with results exceeding your wildest expectations.

## DEKALB® by Monsanto and *AgCelence*™ by BASF. Exceptional products. Exceptional results.



Monsanto tel: 011 790-8200 | [www.monsanto.co.za](http://www.monsanto.co.za)  
Client services tel: 011 790-8201 | [customercare.sa@monsanto.com](mailto:customercare.sa@monsanto.com)



BASF South Africa (Pty) Ltd, 852 Sixteenth Street, Midrand.  
Tel: +27 11 203 2400 ■ E-mail: [AgCelence-za@basf.com](mailto:AgCelence-za@basf.com)