

News Release



BASF Turf & Ornamentals Launches BASF Turf Talk

Blog targets the professional turf community

RESEARCH TRIANGLE PARK, NC, March 24, 2008 – BASF Turf & Ornamentals today announced it has launched BASF Turf Talk (www.basfturftalk.com), a blog developed to provide an online forum on industry issues, trends and regional happenings for BASF T&O, and the turf community it serves.

“The immediate nature of blogging gives us an opportunity to address turf professionals’ latest issues and successes,” said Dr. Toni Bucci, BASF Turf & Ornamentals business manager. “This innovative forum also helps show both the personality and the depth of our diverse team. We’re hopeful it facilitates peer-to-peer discussions about industry challenges and opportunities.”

Turf professionals can now visit the blog to read and react to sales specialists’ field reports nationwide, business manager Dr. Toni Bucci’s outlook for 2008, and tips on reading a product label, among other entries. Regular content will cover industry news, events, people and solutions, as well as technical expertise to help mitigate turf issues.

For more information about BASF Turf & Ornamentals visit betterturf.basf.us and betterplants.basf.us.

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