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# News Release

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## **BASF Launches Priaxor®225 EC fungicide to address Coffee Berry Disease (CBD)**

- **Farmers to benefit from higher level of long-lasting disease control, reducing crop damage**
- **Priaxor®225 EC dual mode of action to aid in controlling Coffee Berry Disease and improve crop yield**

Coffee farmers in Kenya will now have access to an excellent solution for tackling Coffee Berry Disease (CBD), a severe disease that may destroy up to 80% of the coffee berries. Thanks to Priaxor®225 EC, a fungicide launched by BASF, one of the world's leading chemical companies, farmers will have a highly efficient product for the control of CBD that has had an impact on the overall coffee production in Kenya.

Priaxor®225 EC is suited for coffee farmers as it disrupts fungal growth. It has a long-lasting protection window of up to 28 days, reducing the overall number of fungicide applications and enhancing cost saving.

“BASF is committed to playing an active role in supporting coffee farmers with sustainable agricultural solutions; and be a part of the solution in addressing their challenges. Thousands of farmers in Kenya will now have access to an innovative crop protection solution that will assist them improve their yields and hence run successful coffee farming business, improving their livelihoods,” said Shollay Ramlaul, Country Cluster Head - BASF East Africa Ltd.

BASF's knowledge in chemistry continues to benefit growers in agriculture sustainably, by providing highly effective herbicides, fungicides and insecticides.

Media Relations  
Christine Masta  
Phone: +254 780 419 103  
[christine.masta@basf.com](mailto:christine.masta@basf.com)

BASF East Africa Ltd  
The Pavilion, 6th Floor  
Phone: +254 20 4072000  
[info.eastafrica@basf.com](mailto:info.eastafrica@basf.com)

Priaxor®225 EC is a very good example that will offer coffee farmers the latest technology in Coffee Berry Disease control.

“BASF recognizes the importance of making a significant contribution to improve crop yield to this important market. We leverage on our expertise in research and strong local competency, and proactively support our growers in driving the growth of the agricultural sector by unveiling highly effective crop protection solutions,” adds Ramlaul.

The launch of Priaxor®225 EC is aligned to the BASF agricultural division’s strategy and higher focus on customer and societal needs.

To find out more about Priaxor®225 EC visit: <https://www.agro.basf.co.ke/>

#### **About BASF’s Agricultural Solutions division**

Farming is fundamental to provide enough healthy and affordable food for a rapidly growing population while reducing environmental impacts. Working with partners and agricultural experts and by integrating sustainability criteria into all business decisions, we help farmers to create a positive impact on sustainable agriculture. That’s why we invest in a strong R&D pipeline, connecting innovative thinking with practical action in the field. Our portfolio comprises seeds and specifically selected plant traits, chemical and biological crop protection, solutions for soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we strive to find the right balance for success – for farmers, agriculture and future generations. In 2021, our division generated sales of €8.2 billion. For more information, please visit [www.agriculture.basf.com](http://www.agriculture.basf.com) or any of our social media channels.

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €78.6 billion in 2021. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).