

NC STATE

David Jordan <dljorda2@ncsu.edu>

Apogee® Plant Growth Regulator Discontinuation

1 message

Brianne Reeves <brianne.r.reeves@basf.com>

Tue, Mar 19, 2024 at 4:07 PM

To: "David Jordan (dljorda2@ncsu.edu)" <dljorda2@ncsu.edu>

Dear Valued Customer,

Due to production challenges with the availability of inert ingredients that are part of the Apogee® herbicide formulation and deteriorating conditions in the prohexadione calcium market, BASF has chosen to exit the prohexadione calcium business and is discontinuing Apogee and associated brands.

Estimated channel inventories should be adequate to service forecasted Apogee demand for 2024. We are currently in a sold out position with Apogee and have no plans to produce additional product.

BASF will honor program and financial offers around Apogee for the 2024 season. We encourage customers to evaluate their Apogee inventory and make every effort to sell all remaining stocks on hand to best service the market and minimize future challenges that could occur with inventory that remains after the 2024 season.

We sincerely appreciate your business and the support you have given Apogee over the years. It has been an integral part of tree fruit & peanut growers' crop management programs and has been a valuable tool in producing a high quality profitable crop.

If you have further questions please reach out to your BASF Strategic Account Manager.

Apogee® is a registered trademark of BASF Corporation.

Sincerely,

The BASF Team

US Agriculture Solutions

Postal Address: BASF Corporation, [2 TW Alexander Dr, RTP, North Carolina 27709-3528](#)

