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BASF Professional Vegetation Management Announces Quality Vegetation Management (QVM™)

Look for upcoming programs to support QVM in the field.

RESEARCH TRIANGLE PARK, N.C., Oct. 12, 2005 – BASF Professional Vegetation Management (ProVM) announced today that it has created a standard for vegetation management practices called Quality Vegetation Management (QVM™) that helps vegetation managers across all industries in their daily jobs.

QVM will help vegetation managers apply a set of principles to the work they do and adopt a higher standard of practices to improve the quality of vegetation management initiatives. It's a way of thinking, a way of acting and a core set of beliefs that guide vegetation management professionals every day.

Historically, as part of the forestry market, QVM helped drive the practice of high quality land management. With its broader reach into all industries, QVM is now a full set of principles that creates and sustains healthy habitats through professional, ethical and responsible practices.

Those who become known for practicing QVM will be professionals who:

- Restore and improve plant, animal and human habitats
- Seek out and support professional certification and technical training
- Strive to always make a positive environmental change
- Apply herbicide responsibly, using the appropriate amount to achieve the desired results
- Protect threatened and endangered species
- Support industry research and development
- Follow label recommendations

“The idea behind QVM is all about information and empowerment,” said Derek Miller, marketing manager, BASF ProVM. “Vegetation management is a business that is becoming more critical to the public every day – from keeping utility lines free of trees, to slowing wildfires in the west, to safeguarding our native plant and animal species from invasive threats.”

Miller continued, "By helping professionals in our industry strive for quality, standards and greater acceptance of QVM practices, we can all help improve our surroundings while we continue to build our businesses."

The practice and promotion of QVM will also help educate communities and other interested parties, inside and outside the vegetation management industry, on the reality of herbicides and the importance of "quality" in the practice of quality vegetation management.

Talking about and showing the value of QVM can decrease misinformation and encourage people to support vegetation management for the betterment of the environment, plants, wildlife and communities. However, the vegetation management industry needs to show people how QVM works, explain why using QVM can help make the world a better place and talk about the importance and relevance of the QVM principles and practices.

BASF will be rolling out QVM programs throughout the remainder of 2005 and 2006 that will expand the use of QVM. Look for more detail and articles in upcoming issues of BASF's TimberLines and Latitude magazines, and check out www.vmanswers.com for more on QVM.

BASF: Helping Make Products Better™

With sales of €3,354 million in 2004, BASF's Agricultural Products division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve yields and quality of agricultural crops. Other uses include public health, structural/urban pest control, turf and ornamental plants. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Agricultural Products division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at www.agro.basf.com.

BASF: The Chemical Company

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, agricultural products and fine chemicals to crude oil and natural gas. As a reliable partner to virtually all industries, BASF's intelligent solutions and high-value products help its customers to be more successful. BASF develops new technologies and uses them to open up additional market opportunities. It combines economic success with environmental protection and social responsibility, thus contributing to a better future. In 2004, BASF had approximately 82,000 employees and posted sales of more than €37 billion. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA), New York (BF) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

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Always read and follow label directions.

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