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# News Release

## **BASF Canada launches Habitat Aqua herbicide, delivering effective solution for invasive weed control**

- **Approved for use in and around aquatic sites for control against invasive species**
- **New herbicide helps combat invasive species like phragmites that continue to spread, with an estimated 60,000+ acres in the Great Lakes region impacted**

CALGARY, ALBERTA, July 6, 2021 –BASF Canada Agricultural Solutions has launched its herbicide Habitat® Aqua (Habitat), registered for use by Health Canada, to combat invasive weeds that threaten natural habitats across Canada. Approved for application in and around aquatic sites, Habitat provides effective control over tough-to-manage invasive species such as phragmites, cordgrasses, flowering rush and knotweeds, which continue to be problematic for the native ecosystem and cause significant damage to the surrounding area.

“Invasive species like phragmites wreak havoc across the country, including crowding out native vegetation and reducing biodiversity, increasing road and fire hazards, and impacting recreational activities,” said Brad Hayhoe, Senior Marketing Manager, BASF Canada Agricultural Solutions. “In bringing this innovative solution to market, customers

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finally have access to a tool that helps tackle this pressing challenge. The much-awaited registration of Habitat is a prime example of BASF's commitment to innovation, and we're proud to support the long-term stewardship and sustainability of ecosystems across Canada."

Invasive species impact nearly every region of Canada, but the Great Lakes region is one the most heavily affected areas, with estimates that phragmites have invaded 60,000 acres of shoreline and inland areas. In Ontario's Long Point region, the invasion of phragmites has led to the elimination of local waterfowl and species at risk, making the area nearly uninhabitable. To help control the species, BASF is committed to working alongside conservation groups like the Nature Conservancy of Canada to help restore the natural environment back to its native state.

"Phragmites have spread rapidly across the province, and we have witnessed firsthand the devastating impact it can have on local wetlands, destroying habitat as well as shoreline views and access," said Eric Cleland, Nature Conservancy of Canada's director of invasive species in Ontario. "Battling phragmites will take collaboration across the board, including conservation organizations, funding partners, and all levels of government. The approval of Habitat Aqua gives us another tool to help curb the spread of non-native plants, like phragmites, and prevent them from re-establishing."

Habitat is effective on most vegetation, including phragmites, flowering rush, spartina and knotweeds. It is approved to apply in and around standing flowing water, including lakes, slow moving rivers, streams, and seasonal wet areas. Habitat will be available for purchase, by licensed professionals, this month. To learn more and find a registered provider, please visit <https://www.better-vegetation-management.basf.ca/en/products/habitat-aqua.html>. Licensed professionals can purchase directly from Vesperis at [pestweb.ca](https://www.pestweb.ca).

## **Always read and follow label directions.**

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

BASF Canada Agricultural Solutions, headquartered in Calgary, Alberta, has over 625 employees who work at one of three production facilities across Canada including: Lethbridge, Saskatoon, and Regina, or one of several research farms across the Canadian prairies. Agricultural Solutions is the largest division of BASF Canada Inc., working closely with the regional Agricultural Solutions team, collaborating on research and product development that benefits North American growers. To find out more about BASF Canada Agricultural Solutions, visit [www.agsolutions.ca](http://www.agsolutions.ca) or follow us on Twitter [www.twitter.com/BASFAgSolutions](https://www.twitter.com/BASFAgSolutions).

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That's why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2020, our division generated sales of €7.7 billion. For more information, please visit [www.agriculture.basf.com](http://www.agriculture.basf.com) or any of our social media channels.

### **About BASF**

BASF Canada Inc., headquartered in Mississauga, Ontario, has over 1,200 employees at production facilities and offices located across Canada. BASF Canada is a subsidiary of BASF SE, and an affiliate of BASF Corporation. To find out more about BASF's activities in Canada, visit [www.basf.com/ca](http://www.basf.com/ca) or follow us on Twitter [www.twitter.com/basfcanada](https://www.twitter.com/basfcanada).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 110,000 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 is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2020. 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).