

## Giving seed the treatment it deserves. Mike Wassill



As one of the new **AgSolutions**<sup>®</sup> Crop Establishment Specialists with BASF, I'd like to take a moment to introduce myself to everyone. My name is Mike Wassill, and I am northern Saskatchewan through and through—born and raised in Zenon Park, married a girl from the neighboring town and still live here. Since north Saskatchewan is my true home of homes, it's only fitting I cover that half of the province in my new role here at BASF.

Agriculture has been a passion for me all my life and in that time I've either worked on a farm, in a farming operation, or in the agricultural retail sector. I first got my ticket in agriculture mechanics, went back to school for a business diploma, and

over the course of the last 12 years, have achieved several agricultural designations to support my role at BASF. I am a very hands-on person who likes to understand how, what, and why we do everything we do.

When I'm not tinkering with something in the shop or training other BASF reps, you can find me on the water with my family, golfing (hopefully not in the water) or coaching local youth & men's sports.

### How I've grown with BASF.

I joined BASF as an **AgSolutions** Grower Representative five years ago. In this role I grew meaningful relationships with growers providing them with agronomic support across the whole BASF seeds and crop protection portfolio. Now as a Crop Establishment Specialist, I'll be more hands-on—still providing agronomic support—but also supporting on the mechanics of applying and optimizing the performance of our crop establishment portfolio. My equipment background helps me a lot in this new role because we're dealing with a lot of different application equipment and environments in which we apply both seed treatments and inoculants in each spring season. I know the agronomics; I know our products and I know the equipment. As specialists, our team sets out to bring the full effect of support and service to our products so that growers and seed processors get the most out of our crop establishment products.

### A healthy crop is the product of our work.

Success of the actives or biologicals found in a seed treatment or inoculant are only as good as the method in which they are applied, as well as the quality of the seed in which they're applied to. That's where I can support and enhance the experience of processors, growers and applicators of BASF seed treatments and inoculants, maximizing their impact on crop establishment.

**Looking forward to getting out there and meeting you all this season.**

**Always read and follow label directions.**

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