

Giving seed the treatment it deserves. Mike Wassill



I'd like to take a moment to introduce myself to everyone. My name is Mike Wassill, and I've been an **BASF AgSolutions®** Crop Establishment Specialist, covering Northern Saskatchewan, for the last 3 years. Agriculture has been a passion all my life. Coming from a family that owned a retail business, I've either worked on a farm, in a farming operation or in the agricultural retail sector for most of my life. I have a very diverse background, including agriculture mechanics, business and several agricultural designations to support my role at BASF. I'm a 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 working alongside other

BASF reps, you can find me on the water with my family, golfing (hopefully not in the water), or coaching local youth and men's sports.

Growing with BASF.

I joined BASF as an **AgSolutions** Grower Representative over seven years ago. In this role, I grew meaningful relationships with growers, providing them with agronomic support across the BASF seed and crop protection portfolio. As a Crop Establishment Specialist, I'm more hands-on—still providing agronomic support—but also providing support on application mechanics and optimizing the performance of our crop establishment portfolio. My equipment background helps me in this role as we deal with a lot of different application equipment and environments in which we apply both seed treatments and inoculants. 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 that growers and seed processors need to 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. The main goal is to maximize their impact on crop establishment and to have the most optimal experience while doing so.

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

Always read and follow label directions.

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