

Giving seed the treatment it deserves. Ryan Dunn



My name is Ryan Dunn and I'd like to take a moment to introduce myself as one of the new **AgSolutions**[®] Crop Establishment Specialists at BASF. I'll be operating out of southern Alberta, where I was born, raised and now live with my wife.

I'm a fifth-generation farmer who has seen a real boom in cropping innovation and technology in my lifetime—especially the last 15 years. These improvements have been made to keep up with the ever-growing food supply needs of the global population.

Our role in establishing a strong season.

This role is designed to support BASF customers in getting the most out of the crop establishment products they've purchased. We're the experts in the application of our seed treatments and inoculants, and we're also the experts in how to maximize those applications. No matter the system, we've seen it all before. The dynamic nature of our role will help facilitate a good experience from start to finish. I'm a very hands-on person, so bridging that gap between application services and agronomic performance is very important to me.

The art of seed treatment application.

Unfortunately, we do not farm in a closed system—that also can be said for treating seed each year. So many factors affect the process, including weather, seed quality and much more. It truly is an art as much as it's a science. It's important to be able to identify these issues and adapt your practices to the situation.

Here in Southern Alberta, I am a part of the new resource team specializing in supporting seed processors, growers and retailers that offer application support for BASF seed treatment and inoculants. Together, we'll be maximizing the effectiveness of these innovations through the art of application.

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

Always read and follow label directions.

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