

Giving seed the treatment it deserves. Sara Rutledge



My name is Sara Rutledge and I'm excited to get started as one of the new **BASF AgSolutions®** Crop Establishment Specialists. I live in southeast Saskatchewan currently and will be responsible for the southern half of Saskatchewan in my role. I come from a family-run cattle operation and also have a strong background in ag chemicals from my time working in retail.

As a new member of the BASF family, I'm excited to jump in and work with our field teams as well as seed processors across southern Saskatchewan to ensure our customers are getting the most from our crop establishment products.

Once it's in the ground, there's no going back.

One thing I often mention to growers when talking about crop establishment is that once that seed is in the ground, there is no going back to improving seed quality; i.e., you can't re-treat or re-inoculate seed. However, there is a limit to what seed treatments and inoculants can do for your crop—you can't make bad seed good (poor quality, vigour, germination, etc.) but you can make good seed great with protection from seed- and soil-borne diseases and environmental stressors. Utilizing a seed treatment helps by giving the crop the strongest start possible.

But choosing the right tool for the job doesn't guarantee results. Product performance is also dependent on how well the product is applied to the seed—and that's where I come in. My job is to support our crop establishment portfolio to ensure you're getting the most out of your investment by sharing my expertise on application technologies and processes.

Where you can find me this coming season.

I'm excited to get my hands dirty and give growers the best experience possible with our crop establishment products. Whenever I'm not in my truck or on site, you can find me on the golf course (hopefully not hiding in too many bunkers).

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

Always read and follow label directions.

AgSolutions is a registered trademark of BASF; used under license by BASF Canada Inc.

© 2023 BASF Canada Inc.