

## BASF launches new insecticide Cimegra® in Australia

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BASF has launched its novel insecticide Cimegra® in Australia, powered by a new active ingredient, Broflanilide®, formulated with BASF technology. Following the successful registration and launch in China in 2021, and Indonesia in 2023, BASF is excited to help farmers by providing effective and long duration protection against tough insect pests across a wide variety of crops.

With its novel mode of action, Cimegra insecticide is among the first in the market introduced under the IRAC group 30 MoA, representing a new class of insecticides with meta-diamides and isoxazolines. Cimegra has no known cross-resistance with existing products in the market, making it a superior insecticide resistance management tool.

Cimegra is registered for use on Brassica vegetables and offers farmers a powerful solution for controlling critical insect pests such as Diamondback moth, and when used as part of integrated pest management program, it also helps combat resistance.

“Farming is the biggest job on earth as farmers balance the needs of putting food on our tables, whilst taking into account their livelihoods, practicing good environmental stewardship, and coping with today’s unpredictable weather conditions, pests, and diseases. At BASF, we work alongside farmers to understand their needs, and this launch of Cimegra will allow farmers to control critical insect pests that they are struggling to deal with,” said Gavin Jackson, Head of Agricultural Solutions at BASF.

Cimegra is very effective at controlling Diamondback moth, with its translaminar movement. This versatile insecticide is able to work on insects feeding underneath the leaves, providing comprehensive coverage for growers.

A valuable aspect of Cimegra is its ability to be effective on the toughest resistant insects by attacking their nervous system. Supported by its fast-spreading ability, Cimegra performs excellent control of insects in different crops at various stages. This new technology is highly versatile and offers excellent resistance management at a low application rate. It is also compatible with a wide range of products when mixed in a tank. "This innovation demonstrates BASF's commitment to providing innovative solutions to farmers for controlling various pests," said Gavin Jackson.