

BASF to launch a novel rice insecticide in Asia Pacific Markets

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Market introduction of Prexio-based products expected in second quarter of 2025

BASF has started the registration for Prexio® Active, a new insecticide active ingredient designed specifically to manage all four rice hopper species. The regulatory dossiers were recently submitted in key Asia Pacific markets. This step marks an important milestone in further expanding BASF's global insecticide portfolio and the company's position in providing sustainable innovations to rice farmers in Asia.

"Rice growers in Asia are looking for advanced solutions that provide both powerful and sustainable control of damaging rice hoppers, amidst growing insecticide resistance and an increasing global demand for rice," said Harold Bastiaans, Vice President Global Insecticide Research and Seed Solutions at BASF Agricultural Solutions. "With Prexio we continue to demonstrate our ongoing commitment to provide growers with cutting-edge innovations to safeguard their crops while at the same time being highly compatible with beneficials and the environment when applied according to label instructions."

The new insecticide active ingredient has no known cross-resistance to market standards and is classified as a Group 4E insecticide by the Insecticide Resistance Action Committee (IRAC). Prexio provides outstanding efficacy and long residual control against all damaging life stages of the four rice hopper species, including brown planthoppers, white-backed planthoppers, small brown planthoppers, and rice green leafhoppers. Prexio Active quickly halts feeding and prevents the rice hopper's ability to develop and reproduce, restricting its ability to damage the rice crop.

Studies conducted have demonstrated that Prexio Active also fortifies rice plants with superior plant health benefits. Prexio-treated rice plots show a stronger stem, a denser canopy, enhanced root mass and broader flag leaves resulting in a more protected plant with potential to deliver higher yield for rice growers.

“Prexio Active marks the first BASF insecticide active ingredient developed specifically for the rice crop system. It offers growers a tool that is easy to use and flexible in supporting their various rice farming practices, such as granular application for traditional nursery box farming or foliar application for transplanted and direct seeded rice,” said Stephanie Jensen, Vice President Crop System Rice and Portfolio Solutions Insecticides and Seed Treatment at BASF Agricultural Solutions. “With its broad application window, Prexio allows growers to choose the application timing that works best for their operations.”

Pending regulatory approvals, BASF expects first market introductions of Prexio-based product formulations as early as the second quarter of 2025 in India for the important Kharif season. The company anticipates further introductions to quickly follow in other Asia Pacific key countries, including China, Japan, Indonesia and Vietnam.