

From: Dan Eric Westberg [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=F87D5D5DD5C74330B889DCB8BDE2728F-WESTBED]
Sent: 6/29/2017 12:43:31 PM
To: Nathan Richard Borgmeyer [nathan.borgmeyer@basf.com]
CC: Chad Donald Asmus [chad.asmus@basf.com]
Subject: RE: Additional info on volatility

I am not planning to create anything new. Just going to pull from existing approved materials. Is that OK?

Sent from my Windows Phone

From: Nathan Richard Borgmeyer
Sent: 6/29/2017 8:41 AM
To: Dan Eric Westberg
Cc: Chad Donald Asmus
Subject: RE: Additional info on volatility

Dan, if it is something other than already approved info, please run it through chad and legal first. Otherwise I am assuming you are looking at pre-approved tibs and the launch playbook only.

Thanks, lots of sensitivity here.

Best Regards,

Nathan Borgmeyer
 Market Manager, Sr.
 U.S. Crop Protection
 BASF - The Chemical Company

Mobile: +1(919) 886-2647 E-Mail: Nathan.Borgmeyer@basf.com
 Postal Address: 26 Davis Drive, Research Triangle Park, NC 27709



: The Most Flexible and Advanced Herbicide for DT Crops

From: Dan Eric Westberg
Sent: Thursday, June 29, 2017 8:24 AM
To: Chad Donald Asmus <chad.asmus@basf.com>; William Bradley Koen <brad.koen@basf.com>; Nathan Richard Borgmeyer <nathan.borgmeyer@basf.com>; Ricky W Chamblee <rick.chamblee@basf.com>; John Schultz <john.schultz@basf.com>
Cc: Thomas A Halvorson <thomas.halvorson@basf.com>; Brent Renfrow <brent.renfrow@basf.com>; Eric J Homberger <eric.homberger@basf.com>; Damien LeBeouf <damien.lebeouf@basf.com>; Brady Michael Reynolds <brady.reynolds@basf.com>; Daniel M Fleishman <daniel.fleishman@basf.com>; Dustin D Smith <dustin.smith@basf.com>; Jason Paul Roberts <jason.p.roberts@basf.com>; Jason Roy Meier <jason.meier@basf.com>; Ryan Bane <ryan.bane@basf.com>; Virgil Tarry Moore <virgil.moore@basf.com>; Wes Rodgers <wesley.rodgers@basf.com>; Steven Joseph Bowe <steven.bowe@basf.com>
Subject: RE: Additional info on volatility

Brad,
 I will look at what have when I get back to office this afternoon and send it to y'all.
 Dan

CONFIDENTIAL

MDL_BASF00668895

Pltfs-1170.0001

Sent from my Windows Phone

From: Chad Donald Asmus

Sent: 6/29/2017 6:34 AM

To: William Bradley Koen; Nathan Richard Borgmeyer; Dan Eric Westberg; Ricky W Chamblee; John Schultz

Cc: Thomas A Halvorson; Brent Renfrow; Eric J Homberger; Damien LeBeouf; Brady Michael Reynolds; Daniel M Fleishman; Dustin D Smith; Jason Paul Roberts; Jason Roy Meier; Ryan Bane; Virgil Tarry Moore; Wes Rodgers; Steven Joseph Bowe

Subject: RE: Additional info on volatility

Brad,

I understand the pressure your team is under on this topic. The technical presentations have a couple approved slides addressing this. I can't promise that we'll be able to provide something additionally, but I will look into it when I'm back in the office next week. In the meantime, I know you guys are doing a great job of reminding them of physical drift and how impactful inversions can be on that issue.

Thanks,
Chad

Chad Asmus
Technical Marketing Manager (Herbicides)
BASF Corporation

Mobile: 316-251-5514 Office: 919-547-2161 E-Mail: chad.asmus@basf.com
Postal Address: 26 Davis Drive, Research Triangle Park, NC, 27709

BASF - We create chemistry

From: William Bradley Koen

Sent: 6/28/2017 6:01 PM

To: Nathan Richard Borgmeyer; Chad Donald Asmus; Dan Eric Westberg; Ricky W Chamblee; John Schultz

Cc: Thomas A Halvorson; Brent Renfrow; Eric J Homberger; Damien LeBeouf; Brady Michael Reynolds; Daniel M Fleishman; Dustin D Smith; Jason Paul Roberts; Jason Roy Meier; Ryan Bane; Virgil Tarry Moore; Wes Rodgers

Subject: Additional info on volatility

We are getting tons of questions and statements in the field about volatility. Many of our customers feel like we are not being transparent with them when it comes to the reduced volatility of Engenia. We had a good slide in the winter meetings showing the studies we have done, but that is really the only tool we have. Are there any other tools that we can use to educate our customers on this matter? We are in desperate need of something.

Thanks.

Brad Koen
BASF- Delta Area IS Manager
(870)344-1615

CONFIDENTIAL

-1170.0002

MDL_BASF00668896