Feature Story

BASF launches Maglis, a new online platform to help farmers improve crop management

In today’s dynamic farming industry, farmers are required to manage and interpret a wide range of farm- and field-specific data. Like a fingerprint, each operation is different and demands field-specific attention and data management.

The volume of information and data that farmers need to manage can be overwhelming. Additionally, the constant variables growers face throughout the season, like weather, commodity prices, etc., can continually change how they look at data and information for their operation.

To help farmers and retailers bridge the gap between agriculture and information technology, BASF launched MaglisTM, an online agricultural IT platform.

Maglis connects technology, data and people to allow farmers and retailers to gather, interpret and monitor data and information necessary to make important agronomic decisions. Maglis was developed in collaboration with farmers and is based closely on farmer needs and expectations.

“Through Maglis, BASF will work with farmers to further personalize their experience and enable them to develop a complete plan tailored for each growing season, and ultimately achieve their operational goals,” said Paul Rea, Senior Vice President, Crop Protection, North America, BASF.

To BASF, Maglis represents the next phase of Grow SmartTM. After two years of success with the Grow Smart approach, BASF realized the need for a tool that captured the essence of Grow Smart and allowed BASF field staff to work more efficiently with farmers.

Through individual farmer and retailer partnerships with BASF Innovation Specialists, Maglis will become part of the Grow Smart initiative to help farmers better use their data; addressing their needs to create a specific, written plan for their acres.

“Through our partnership with farmers, Grow Smart offers a comprehensive approach to help our customers be more successful,” Rea said. “Maglis represents a practical, grounded tool to help farmers achieve their operational goals.”

The initial launch of the Maglis IT platform is focused in North America. In the U.S., Maglis Customer Navigator allows BASF Innovation Specialists to partner with farmers to analyze and generate tailored plans to address individual crop priorities, such as yield optimization, risk reduction and efficiency improvements.

Through the Maglis Customer Navigator, BASF Innovation Specialists can guide crop-related discussions with farmers, providing a platform to offer better agronomic advice. During these discussions, farmers gain more insight for critical big-picture and field-specific farm decisions.

The Maglis IT platform is in the pilot phase in Canada:
Maglis Crop Plan is a convenient and efficient way for farmers to monitor and manage field activities. It connects information about local weather, soil conditions, and weed, disease and pest warnings for farmers’ individual plans.

Maglis Sustainability Assessment helps farmers to become more resource efficient. It demonstrates the impact of practices such as business profitability, soil health and biodiversity. Farmers can count on a comprehensive analysis of their operations from planning through harvest that will then allow them to compare their production practices to other benchmarks.

Further tools are under development and scheduled for launch in several other countries in the near future.

For more information, please visit www.maglis.basf.com.

Additional media materials can also be found by clicking here.