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BASF unveils Efficon in Egypt, advancing next-generation pest management for high-value crops

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BASF Agricultural Solutions has expanded its crop protection portfolio in Egypt with the introduction of Efficon, a next-generation insecticide developed to address the growing challenge of sucking pest infestations in high-value crops while supporting more sustainable agricultural production systems.

The launch marks the commercial debut of a new chemistry platform powered by Axalion Active, a novel active ingredient designed to provide long-lasting control of economically significant piercing and sucking insects, including whiteflies and aphids. The innovation arrives at a critical moment for growers navigating increasingly complex pest management challenges shaped by climate volatility, evolving insect populations and rising resistance to established insecticide classes.

Across many agricultural regions, pest pressures are becoming more unpredictable and difficult to manage. Changes in temperature patterns and environmental conditions have altered pest behaviour and distribution, while decades of reliance on a limited number of insecticide groups have accelerated concerns surrounding resistance development. For producers of vegetables, potatoes and other high-value crops, the consequences extend beyond yield losses to include quality deterioration, increased production costs and reduced market competitiveness.

Against this backdrop, the introduction of Efficon represents an effort to expand the range of available pest management tools through the addition of a completely distinct mode of action. Classified under IRAC Group 36, the product offers growers an alternative mechanism for controlling key insect pests while contributing to long-term resistance management strategies.

The insecticide is designed to rapidly disrupt feeding activity among target pests, a characteristic that carries particular significance in crops vulnerable to insect-transmitted viral diseases. By halting feeding behaviour at an early stage, the technology aims not only to suppress pest populations but also to reduce the risk of pathogen transmission that can compromise crop productivity and quality.

The launch reflects broader shifts underway within the global crop protection industry, where innovation is increasingly focused on balancing efficacy with sustainability. Rather than relying solely on curative interventions, modern crop protection strategies are placing greater emphasis on preserving the long-term effectiveness of active ingredients, reducing environmental impact and integrating products within broader ecosystem-based management frameworks.

Efficon has been developed to align with these evolving priorities. Its compatibility with Integrated Pest Management (IPM) programmes enables it to function alongside biological controls, monitoring systems and other sustainable agronomic practices. Such integration is becoming increasingly important as agricultural systems seek to enhance productivity while reducing reliance on repetitive chemical interventions.

The Egyptian market occupies a strategically significant position within this transition. As one of the regionâ??s major agricultural producers and exporters, Egyptâ??s horticulture sector faces growing pressure to maintain productivity, quality standards and export competitiveness amid changing climatic conditions and tightening sustainability requirements across global supply chains.

For BASF, the introduction of Efficon underscores the role of innovation as a central pillar of agricultural transformation. The company continues to invest heavily in research and development, allocating billions of euros annually toward scientific advancement, including substantial investments dedicated specifically to agricultural solutions. These efforts are aimed at developing technologies capable of addressing emerging agronomic challenges while supporting more resilient and resource-efficient food production systems.

The launch also reflects the increasing importance of transferring advanced agricultural technologies into regional markets where productivity gains are becoming harder to achieve through conventional approaches alone. New modes of action, improved resistance management tools and more targeted crop protection solutions are expected to play a critical role in helping growers sustain yields and profitability in the years ahead.

Beyond its immediate commercial significance, Efficon represents a broader evolution in crop protection philosophyâ??one that recognises sustainable productivity as the defining challenge of modern agriculture. As pest pressures intensify and resistance risks continue to mount, the future of crop protection will depend not merely on controlling threats, but on doing so in ways that preserve effectiveness, support environmental stewardship and strengthen the resilience of farming systems.

With the introduction of Efficon, BASF is positioning itself at the intersection of these priorities, offering Egyptian growers access to a new generation of crop protection technology designed to enhance performance today while safeguarding agricultural productivity for the future.