

# News Release



## **BASF reinforces partnerships with food value chain**

- **Food value chain benefits from strong BASF expertise for comprehensive agricultural solutions**
- **BASF hosts panel discussion to address future challenges for the food value chain**
- **Member of European Parliament Paolo De Castro discusses risks and opportunities of CAP reform**

**Ludwigshafen, Germany, January 29<sup>th</sup>, 2013** – At the Fruit Logistica trade show from February 6-8, 2013, BASF's Crop Protection division will present its latest solutions for sustainable agriculture and underlines its strong commitment to partnering across the food value chain. The company will further engage in additional partnership programs to improve the supply of healthy, high-quality and affordable food in the future.

"We have ten years of experience and many successful projects together with our partners in the food value chain, and we will create even more innovative projects moving forward," explains Dr. Michael Gerhard, Food Value Chain Manager at BASF's Crop Protection division. "The acquisition of Becker Underwood as well as our research and development activities strengthen our expertise and will open new opportunities to provide comprehensive solutions to farmers."

BASF is a leading crop protection solution provider with highly efficient solutions in the area of weed and diseases control, insect pest management and plant health.

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At the trade show, interested visitors are invited to participate in two events BASF is hosting.

1. A panel discussion, focusing on the food value chain's path forward.  
"Which path will the food value chain follow over the next 10 years?"

Panel speakers:

- **Prof. Ian Crute**, Chief Scientist at Agriculture and Horticulture Development Board, UK  
"Research and Innovation – essential ingredients for a sustainable global food chain"
- **Georg Keckl**, Agricultural Chamber Lower Saxony, Germany  
"Where and how are consumers pushing suppliers?"
- **Moderation: Prof. Dr. Kristina Sinemus**, Managing Partner of Advice Partners Group

The panel discussion takes place February 7th, 2013, 2:30 pm to 3:30 pm, Fruit Logistica, Berlin, hall 11.2, Exhibitor Forum, Großer Stern, Room Sydney

2. A keynote lecture by Paolo De Castro, Member of the European Parliament and President of the European Agricultural Committee.  
"The Food Value Chain and CAP Reform – Risk or Opportunity?"

- **Paolo De Castro** will present political developments in the EU and how these may affect the food value chain. A discussion will follow afterwards.
- **Moderation: Mario Manaresi**, BASF, Manager Sustainable Agriculture, South Europe

The Paolo De Castro lecture takes place February 8th, 2013, 11:00 am to 12:30 pm, Fruit Logistica, Berlin, hall 1.2 Exhibitor Forum, Großer Stern, Room Sydney

At the trade show, BASF will present a climate-neutral booth. It is based on the principle of compensating CO<sub>2</sub> emissions. BASF will invest in two environmental projects in Kenya in order to compensate emissions that

cannot be avoided. Both projects support initiatives for better water management and securing biodiversity.

BASF booth: hall 21, B-11

For further information, please visit:

[http://www.agro.basf.com/agr/AP-Internet/en/content/news\\_room/index](http://www.agro.basf.com/agr/AP-Internet/en/content/news_room/index)

<http://www.virtualmarket.fruitlogistica.de>

Follow us on Twitter: <https://twitter.com/BASFAgro>

Climate-neutral booth: [http://www.greenstands.eu/en/210\\_klimaneutraler-messestand.php](http://www.greenstands.eu/en/210_klimaneutraler-messestand.php)

#### **About BASF's Crop Protection division**

With sales of around €4.1 billion in 2011, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or for specific information about our Public Health business, go to [www.publichealth.basf.com](http://www.publichealth.basf.com). You can follow us on Twitter: [www.twitter.com/basfagro](http://www.twitter.com/basfagro).

#### **About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success, social responsibility and environmental protection. Through science and innovation we enable our customers in almost all industries to meet the current and future needs of society. Our products and system solutions contribute to conserving resources, ensuring healthy food and nutrition and helping to improve the quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF posted sales of about €73.5 billion in 2011 and had more than 111,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London

(BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).