



We create chemistry

# News Release

## **BASF Safety Scouts program returns for its third year, supporting farm safety for families across North America**

### **■ New 'Safety Captain' kit widens the age range for the BASF Safety Scouts program**

CALGARY, ALBERTA, May 9, 2023 – BASF Canada Agricultural Solutions (BASF) is excited to continue to support farm safety with the return of the BASF Safety Scouts program.

The initiative is returning for a third consecutive year, providing refreshed content for younger participants, a new and evolved offering for older children, as well as expanding into the U.S.

Since launching in 2021, the BASF Safety Scouts program has reached over 600 Canadian communities, with families from nine provinces registering for the kits. This year, 2,000 kits will again be made available to farm families throughout Canada and 2,000 kits will be available in the U.S., free of charge while supplies last.

Since its launch, the BASF Safety Scouts program has supported families to engage children in learning about the value and importance of farm safety. Through kits containing educational activities, a safety pledge, a reward sticker and certificate, and a high-visibility safety vest, cohorts of BASF Safety Scouts take on the role of their farm's Safety ambassador. The kits provide children with an interactive and fun way

---

Media Relations contact  
Tabetha Boot  
Phone: 403-461-1253  
Email: [Tabetha.boot@basf.com](mailto:Tabetha.boot@basf.com)

BASF Canada Agricultural Solutions  
510 – 28 Quarry Park Blvd SE,  
Calgary, AB T2C 5P9  
[www.agsolutions.ca](http://www.agsolutions.ca)

to engage in learning about farm safety.

The BASF Safety Scouts program offers two kits. The Safety “Scout” kit is designed for children six years of age and younger. This year, BASF is introducing a Safety Captain kit which will encourage children seven years of age and older to take an active role in supporting safety on their farms. Safety Captain kits include activities geared for older children and promote safety leadership, including working with an adult to choose a designated “Safety Spot” muster point on the farm.

“BASF is committed to advocating for and prioritizing farm safety year-round,” says Andrea McConnell, Manager of Customer Solutions at BASF. “For our grower customers, retail and industry partners, there is nothing more important than the safety of the people who work on their farms and agricultural operations.”

“Farmers go to work every day doing the biggest job on earth. We take great pride in supporting the next generation of farmers through the BASF Safety Scouts program designed to support farms to be safer and healthier places for all to live, work and play,” McConnell adds.

Participants in the BASF Safety Scouts program will receive a kit tailored for their respective age groups with content catered toward farm safety, including an adjustable and CZA Z96-15 compliant child-sized safety vest and safety-themed activities.

With an ever-present need for awareness around farm safety, the BASF Safety Scouts program plays a critical role in helping farm families and caregivers keep safety top of mind and instill these values from a young age.

Safety Scouts and Safety Captains can share pictures, videos, drawings and safety tips by tagging @BASFAgSolutions on Twitter using the hashtag #BASFSafetyScouts. To learn more about the BASF Safety Scouts program and register to receive a free kit, please visit <https://agriculture.basf.ca/west/company/our-stories/BASF-safety-scouts.html>.

## **About BASF's Agricultural Solutions division**

BASF Canada Agricultural Solutions, headquartered in Calgary, Alberta, has over 625 employees who work at one of three production facilities across Canada including: Lethbridge, Saskatoon, and Regina, or one of several research farms across the Canadian prairies. Agricultural Solutions is the largest division of BASF Canada Inc., working closely with the regional Agricultural Solutions team, collaborating on research and product development that benefits North American growers. To find out more about BASF Canada Agricultural Solutions, visit [www.agsolutions.ca](http://www.agsolutions.ca) or follow us on Twitter [www.twitter.com/BASFAgSolutions](https://www.twitter.com/BASFAgSolutions).

Farming is fundamental to provide enough healthy and affordable food for a rapidly growing population while reducing environmental impacts. Working with partners and agricultural experts and by integrating sustainability criteria into all business decisions, we help farmers to create a positive impact on sustainable agriculture. That's why we invest in a strong R&D pipeline, connecting innovative thinking with practical action in the field. Our portfolio comprises seeds and specifically selected plant traits, chemical and biological crop protection, solutions for soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we strive to find the right balance for success – for farmers, agriculture and future generations. In 2022, our division generated sales of €10.3 billion. For more information, please visit [www.agriculture.basf.com](http://www.agriculture.basf.com) or any of our social media channels.

## **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €87.3 billion in 2022. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).