

# News Release

November 19, 2018

## **BASF “co-creates” with 250 Bangladesh farmers to improve sustainable farming**

- **Leading agricultural solutions provider hosts dialog session to address local challenges and offer global insights**
- **As world’s fourth-largest rice producer, Bangladesh plays key global role in sustainable farming**

Nandigram, Bogra District, Bangladesh – November 19, 2018 – In collaboration with farmers, employees, retailers and suppliers in Bangladesh, BASF, one of the world’s leading agricultural solutions providers, aims to “co-create” solutions to make farming more sustainable. BASF recently conducted a dialog session with 250 farmers in Bangladesh to gain first-hand knowledge about the needs of the local farmers.

As the world’s fourth largest producer of rice, with over 11 million hectares farmed, Bangladesh will play a crucial global role in sustainable farming. “Farmers in Bangladesh and around the world have the biggest job on earth,” said Gustavo Palerosi Carneiro, head of BASF’s Agricultural Solutions in Asia Pacific. “BASF is committed to helping farmers meet the increasing demand for high-quality and nutritious food in a safe and sustainable manner. To do this, we need to work with farmers directly, so that we can address local needs.”

At a meeting organized by BASF and its local partner Shetu Pesticides Limited in Nandigram, Bogra District, more than 250 farmers shared their experience and discussed the challenges they face. Concerns raised included increasing pest

resistance, the growing impact of climate change, the high cost of farming inputs, and concerns about the safety of pesticides for farmers and the environment.

One of the challenges for rice farmers was ensuring good control of rice blast disease, as well as pests, such as stem borers and brown plant hoppers, which cause significant crop damage.

Avinash Deshmukh, Vice President of Marketing, BASF's Agricultural Solutions in Asia Pacific said, "Farmers face increasing pest pressure on their crops and need new solutions to combat this challenge. Our mission is to provide innovative crop protection products that help growers boost yields and income, while avoiding any potential harm for themselves, their families and the environment."

Farmers at the meeting had the chance to see rice plants treated with Seltima<sup>®</sup>, allowing them to evaluate its effectiveness first hand. The unique encapsulation technology of Seltima ensures a controlled release of the active ingredient, providing higher and longer-lasting product performance while protecting the health of the aquatic environment of a rice paddy.

### **BASF plans to introduce new solutions for sustainable farming in Bangladesh**

BASF is planning to introduce several new crop protection solutions for rice, corn and vegetable farmers in Bangladesh over the next five years. Sazzadul Hassan, Chairman and Managing Director of BASF Bangladesh Limited, said, "Setting up an open dialog with distributors, retailers and farmers is an effective way to understand how BASF can provide support to farmers. We will continue to develop sustainable solutions that meet their challenges in the future."

BASF launched its Seltima fungicide in 2017 to help farmers control blast disease in an environmentally-friendly, sustainable manner, resulting in improved grain yield and quality. The company is also working to introduce its Xemco<sup>™</sup> insecticide in Bangladesh, which provides effective control of common rice pests, such as stem borers, brown plant hoppers and leaf folders.

Already launched in India and Australia earlier this year, BASF's latest insecticide innovation, Sefina<sup>™</sup>, provides fast control of piercing and sucking pests, such as whiteflies on vegetable crops. Derived from a fermentation process of naturally occurring fungus, Sefina has a lower environmental impact than many other insecticides. BASF is working to secure regulatory approvals to offer Sefina in

## Bangladesh by 2020.

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

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That's why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2017, our division generated sales of €5.7 billion. For more information, please visit [www.agriculture.basf.com](http://www.agriculture.basf.com) or any of our social media channels.

### **About BASF Bangladesh**

BASF has successfully partnered Bangladesh's progress since 1966, offering a wide range of products and solutions to support almost all the key industries in the country. BASF's portfolio in Bangladesh includes agricultural products, care chemicals, construction chemicals, performance materials, monomers, inorganic chemicals, intermediates, petrochemicals, catalysts, automotive refinish systems, health and nutrition ingredients, dispersions and pigments. In 2017, BASF registered sales of approximately €75 million to customers in Bangladesh and employed 53 people. BASF Bangladesh contributes to the local community through selected projects focused on health and hygiene. Further information is available on the Internet at [www.basf.com/bd](http://www.basf.com/bd).

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into four segments: Chemicals, Performance Products, Functional Materials & Solutions and Agricultural Solutions. BASF generated sales of more than €60 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).