

News Release



BASF and the European Space Agency to develop digital services for farmers

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Limburgerhof, Germany – February 10, 2017 - BASF and the European Space Agency (ESA) signed a collaboration agreement to evaluate how satellite-derived data and images can best be used for agricultural purposes. In close partnership with farmers, the partners' long-term goal is to translate this information into digital tools and services.

Farmers will benefit by being able to plan everyday tasks more efficiently. For example, they will be provided with more targeted agronomic advice on the use of crop protection products and machinery. Satellites are a key data source for digitally based crop management operations. They deliver information for a variety of agriculture decisions, such as optimal planting and harvesting times. Both partners are committed to drafting, testing and developing innovative digital services to support farmer needs.

“We want to deliver customer value through innovations that address farmers' changing environmental and economic needs. Initiatives like this are an important contribution to our approach to innovation. Our expertise and the leverage we create with our partners enable us to develop tools with a focus on agronomic insights to help farmers manage their operations more successfully”, explained Dr. Rainer Preuss, Vice President, Global Strategy & Portfolio Management, BASF Crop Protection.

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“We will, together with BASF and farmers, focus on delivering real-time satellite-based information to optimise fertiliser use and reduce water demand for irrigation systems. This will both benefit the environment and bring down costs. Data from our satellites can also be used to enhance yield prediction, assuring a return on European investments in space,” said Josef Aschbacher, director of ESA’s Earth Observation Programmes.

In this collaboration, BASF provides experts as well as information from the company’s areas of specialization, such as agricultural know-how, field data and feedback from farmers. ESA lends its support to the project by providing satellite images and data.

About BASF’s Crop Protection division

With sales of more than €5.8 billion in 2015, BASF’s Crop Protection division provides innovative solutions for agriculture, turf and ornamental plants, pest control and public health. Our broad portfolio of active ingredients, seed treatments, biological controls, formulations and services optimizes efficient production of high quality food and protects against post-harvest loss, damage to buildings and the transmission of disease. By delivering new technologies and know-how, BASF Crop Protection supports the effort of growers and pest management professionals to make a better life for themselves and society. Further information can be found on the web at www.agro.basf.com or on 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. The approximately 112,000 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 five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.