

# News Release

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## **BASF enters sunflower seed market**

- **BASF signs distribution agreement with leading European sunflower seed company**
- **Expands portfolio of agricultural solutions for sunflower growers across the European region**
- **First market launches expected in 2020**

Limburgerhof, Germany – Sunflower is an important and fast-growing crop sector, especially in Europe, the world’s largest sunflower market valued at €1.3 billion. To enter the sunflower seed market and complement its existing portfolio for sunflower, BASF has signed a distribution agreement with Euralis Semences. The goal is to evaluate and commercialize a pipeline of innovative sunflower hybrids, offering sunflower growers across the European region an even more comprehensive portfolio of agricultural solutions. The hybrid products will include BASF’s Clearfield® Plus technology, combining state-of-the-art genetics and crop protection. First market launches of sunflower hybrids are expected in 2020.

“Sunflower is a key crop for Europe. Due to its abundant health benefits, it plays a big role in modern diet. Sunflower is also critical for crop rotation. With this partnership, we further invest in our seeds and traits business to become an even stronger partner for our customers,” said Livio Tedeschi, Senior Vice President for Europe, Middle East, Africa and CIS at BASF’s Agricultural Solutions division.

BASF’s partner Euralis Semences is a leading seed company, participating in one

of the world's best sunflower research programs. Besides the distribution agreement with BASF, Euralis will continue to distribute its portfolio under the Euralis brand.

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#### **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 2018, our division generated sales of €6.2 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. The approximately 122,000 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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).

#### **About Euralis Semences**

Euralis Semences is the seed division of the French Cooperative Group Euralis. Created 60 years ago, the company has specialized in the research, production and distribution of corn, sunflower, winter oilseed rape, sorghum and soybean seeds and invests 13% of its annual turnover in research. With more than 20% market share in the very technical markets of Western Europe, Euralis Semences is one of the leaders in the European sunflower market.