

News Release



Pop-up store from BASF and JA Tsugaru Hirosaki brings Aomori apples to Tokyo

January 21, 2016

- **Apple growers to promote Sun Fuji and Orin apples at Roppongi Hills on February 5, 2016**
- **Creating selling opportunities for apples to support growers and farming**

Tokyo, Japan – January 21, 2016 – Tokyo shoppers can enjoy crispy, sweet Sun Fuji and Orin apples from Aomori prefecture for a limited time at the Aomori Apple Marché - a pop-store created by BASF and Tsugaru Hirosaki Agricultural Cooperative Association (“JA Tsugaru Hirosaki”). The pop-up store will be open at Café/Space in Roppongi Hills from 11 am to 8 pm on February 5, 2016.

Aomori prefecture produces about 57 percent of Japan’s annual apple harvest, according to the statistics released from the Ministry of Agriculture, Forestry and Fisheries in Japan. Among the many cities in Aomori prefecture, Hirosaki city yields the largest apple production volume, shipping many varieties of apples such as Fuji and Orin locally and abroad. Sweet, succulent Aomori apples are highly acclaimed not only in Japan, but also abroad, with exports to also other Asian countries such as Taiwan and Vietnam.

At the Aomori Apple Marché, fresh Sun Fuji and Orin apples shipped directly from farms in Aomori prefecture will be sold to tourists and other visitors to Roppongi Hills. Tsugaru shamisen performances will also be featured at the store to communicate the charm of Tsugaru, where JA Tsugaru Hirosaki is located.

Many foreigners live and work in Roppongi Hills, where BASF Japan has its head office. The pop-up store will allow BASF to obtain insights regarding Aomori apples from Tokyo residents, including foreigners, and apply this toward future promotion of Aomori apples.

“BASF is conducting a global campaign titled ‘Farming, the biggest job on earth’ to support agriculture,” said Leandro Martins, Business Area Director, Japan and Korea, Crop Protection, BASF Japan. “As part of this campaign, the upcoming Aomori Apple Marché will serve as a platform to improve reach for Aomori apples. BASF will continue to support growers and farming initiatives.”

See attachment for Aomori Apple Marché details.

About the Crop Protection division

With sales of €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 or follow us on twitter: [www.twitter.com/basfagro](https://twitter.com/basfagro).

About BASF Japan

BASF started doing business in Japan in 1888. Activities cover four business segments including chemicals, performance products, functional materials & solutions and agricultural solutions. The main production sites are in Chigasaki (admixtures for concrete, construction materials), Kitatone (personal care ingredients), Isohara (plastic additives), Totsuka (coatings) and Yokkaichi (thermoplastic polyurethanes and polymer dispersions). BASF maintains a strong research and development presence in Japan including the Yokohama Innovation Center (engineering plastics) and the Research and Development Laboratory and Application Technology Center for Battery Materials in Amagasaki. In 2014, BASF employed 1,138 employees in Japan, and achieved sales of about €1.5 billion to customers in Japan. For further information please visit: <https://www.basf.com/jp>

Attachment

Aomori Apple Marché

Official event name: JA Tsugaru Hirosaki X BASF
Aomori Apple Marché
– Farming, the biggest job on earth –

Date/time: 11:00 – 20:00, Friday, February 5, 2016

Venue: Café/Space in Roppongi Hills (Hill Side 2F)

Highlights: Sale of Sun Fuji and Orin apples from farms in Aomori prefecture; two Tsugaru shamisen performances at 12:40 and 18:30

