



MOVING FORWARD WITH FARMING – THE BIGGEST JOB ON EARTH



Let's move forward together

While farming is the biggest job on earth, farmers are not facing the challenge alone. We support productive, sustainable agriculture, allowing farmers to protect the land they hold in trust for future generations while meeting the demands of modern society.

We pledge to:

- Invest in the right solutions to enable farmers to grow more quality food, more efficiently.
- Share our expertise to help farmers to make a better life for themselves and their communities.
- Never compromise on safety to allow farmers work in a safe environment and produce safe, healthy food.

In everything we do, we will play our part in leaving a positive environmental inheritance.

We stand shoulder to shoulder with farmers. Together, we will move forward on our journey.



The Mata Viva® initiative

- A simple idea can grow into a forest

Like a seed planted in fertile soil, the best ideas grow and evolve over time. So did Mata Viva®: Back in 1984, BASF established the Mata Viva® initiative in Brazil to protect water quality, conserve soil, and create areas to preserve native vegetation and wild life.

The team's first major achievement was to restore 128 hectares of forest along the Paraíba do Sul River, near the company's South American chemical complex at Guaratinguetá. Over the years, Mata Viva® flourished, attracting a broad range of partners from the agricultural, business and scientific communities, all united in their desire to foster biodiversity.

■ Education – the only resource that grows when shared

In 2005, the Espaço ECO Foundation – set up by BASF with the support of the German government – assumed responsibility for the program. At this point, Mata Viva® began to engage directly with farmers and agricultural communities. Realizing that education was the catalyst for long-term change, Mata Viva® developed an educational module to show future farmers how they could build a vital community by practicing conservation and sustainable land-use techniques.

■ Investing in young people

Using the medium of drama, art, and interactive play, special Mata Viva® touring buses and mobile theatres began to educate Brazilian rural school children on environmental topics, like water usage, energy efficiency, use of natural materials, and recycling. Meanwhile, classroom resources like atlases were customized to connect the school curriculum with the local environment, showing, for example, how the city was formed and, the origin of its name as well as exploring topical issues like, global warming and, waste disposal.

■ Sharing expertise

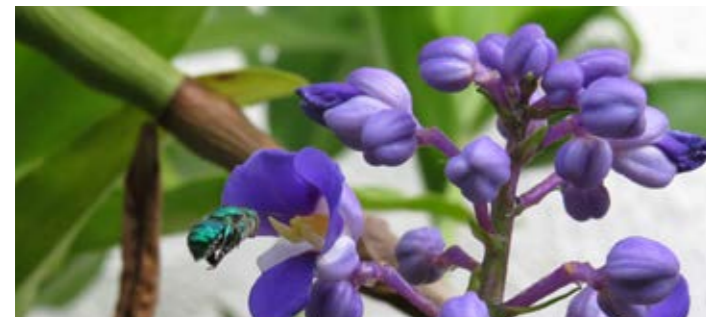
In 2007, Mata Viva® added an environmental adequacy program where technicians and agribusiness professionals learnt how to assess the environmental impact of farming. This included identifying and mapping degraded areas in compliance with Brazilian environmental regulations, preparing the soil, planting native seedlings, and providing after-care.



Planting native seedlings – the Mata Viva® initiative by BASF

“This project brings the natural environment to life in the classroom at school and makes it relevant and interesting to students.”

Public School teacher



Mata Viva® shows that intensive agriculture and environmental conservation can co-exist in harmony.

■ Fostering biodiversity

Meanwhile, leading citrus co-operative Coopercitrus supported an independent study on "Pollinators and Birdlife Biodiversity", the first of its kind in Brazil, produced in collaboration with the Center for the Study of Social Insects at the Department of Biology, Universidade Estadual Paulista. Research conducted in three co-operative farms that had restored degraded forests showed the presence of more than 195 species of birds and about 50 species of bees, proving that the ecological restoration of native forests contributes to the return of flora and fauna.

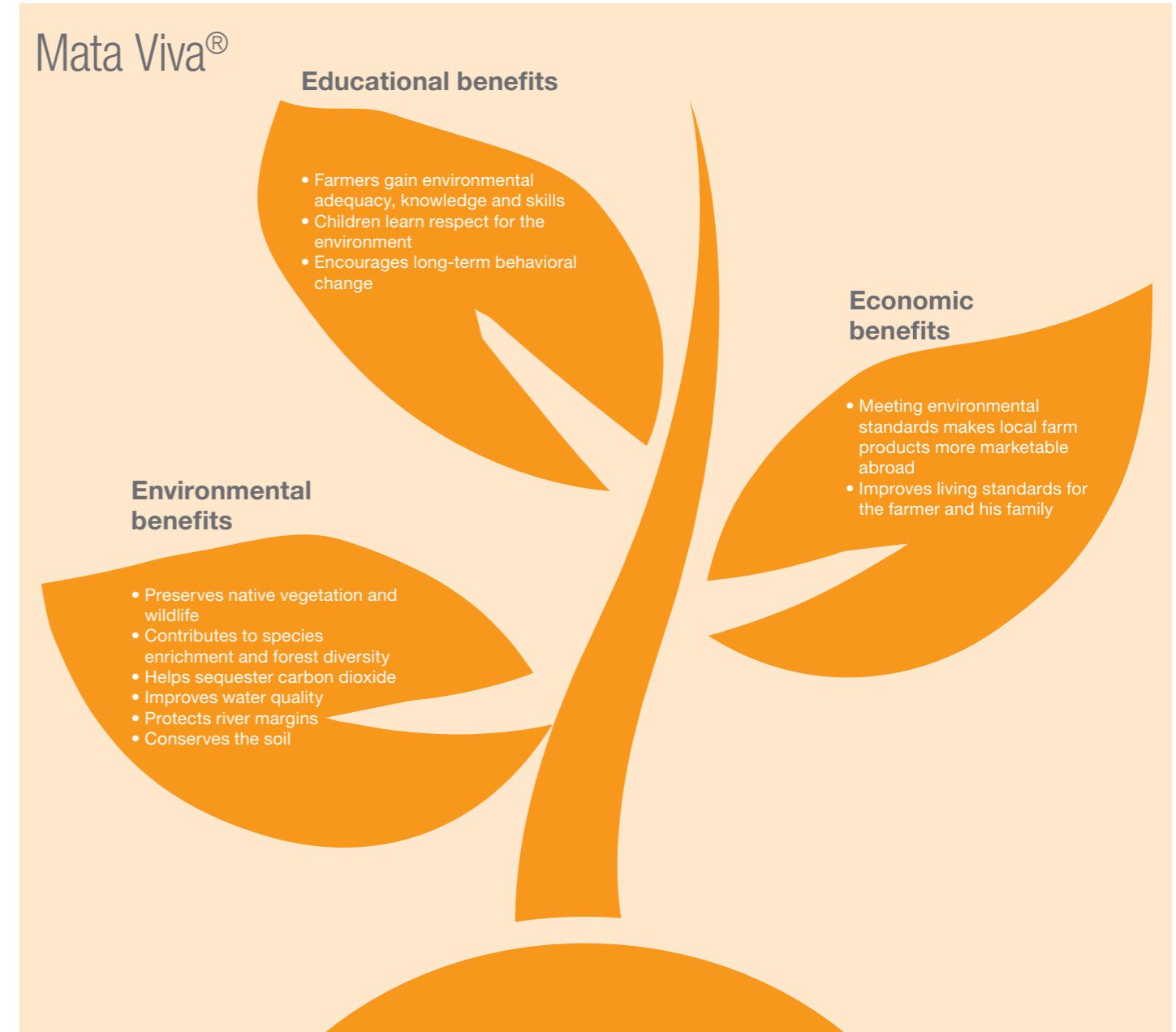
“I am a huge fan of this social and environmental initiative. Mata Viva® is built on strong, long-established partnerships between companies and institutions. Importantly, it delivers results that make a real difference to farmers and rural communities.”

João Pedro Matta, Vice-Chairman, Board of Coopercitrus (BASF Cooperation Partner in Mata Viva® initiative)

■ Mighty oak trees from little acorns grow

The results show the power of partnership, fresh inspiration, and joined-up thinking. Combining theory with practice, the Mata Viva® outreach program is all about convincing agribusiness as well as farmers that sustainable farming is not only possible but efficient.

Farming is not the enemy of biodiversity – rather the two can live together in mutual harmony. Today, the Mata Viva® program in Brazil continues to reach thousands of farmers, students, agricultural businesses, universities, research centers, and private companies.



Partnership:



FUNDAÇÃO
ESPAÇO ECO

Sustentabilidade que se mede

The Mata Viva[®] initiative

A decade of success from 2004–2014

Over 2,000 teachers trained.



Program available in 95 municipal areas across Brazil.

668 hectares restored,

an area larger than 600 soccer pitches.



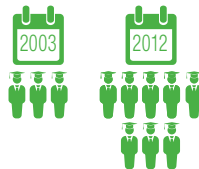
188,000 students

from public and private schools have benefited.

More than 1,103 million seedlings planted.

Education is key to Brazil!

The International Program for International Student Assessment (PISA) shows that between 2003 and 2012, Brazil expanded school enrollment from 65% to 78%.



To address workforce skills gaps,

100,000 Brazilian students

are being funded to study abroad under Brazil's Science Without Borders program (Ciência sem Fronteiras).



A net importer of agricultural products in the 1970s,

Brazil now ranks among the world's five largest agricultural producers and exporters.



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FURTHER INFORMATION

■ <http://www.espacoeco.org.br/en/home.aspx>