



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.



Farm Network, a BASF partnership Caring for our environment.



■ Supporting farmers

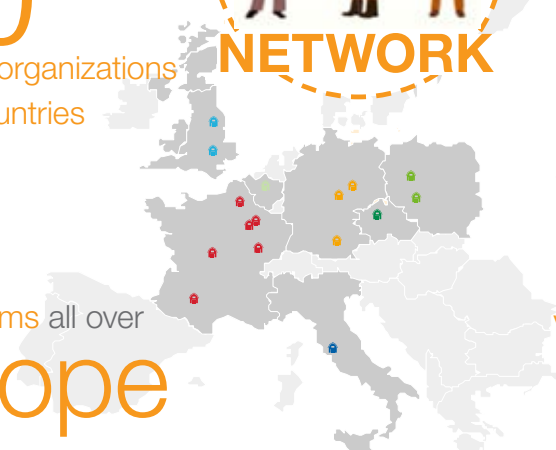
Productive agriculture needs a healthy environment. At the same time, a growing world population and evolving expectations of society need farmers to produce more food. But how can farmer increase production while at the same time protecting biodiversity, water and land resources? The Farm Network, a BASF partnership with more than 30 local partners in seven European countries, brings together a diverse range of experts, united in a common cause – to help farmers meet this challenge head on.

Over **30** partner organizations in 7 countries



Established in **2002**

More than **15** farms all over Europe



Over **2,500** visitors per year

“I’m a business man. I only spend money if I need to and if I get a benefit from doing so. So we balance the best practices of both worlds, looking after soil, looking after crops, making certain we produce very high standard food, year in, year out.”

Andrew Pitts, Farmer
The Grange, UK, part of the Farm Network

■ A common mission

The network includes thought leaders in the agri-industry, such as independent farmers who are willing to test biodiversity or resource conservation on their fields, BASF experts, organizations for environmental protection, universities, research institutes, and companies providing farming innovations.

While it is true that farmers face similar challenges worldwide, some solutions need to be local due to specific issues like climate and soil. That is precisely why we work in seven different countries with local partners. Together, we explore how modern agriculture can contribute to a thriving environment, and how modern farmers can easily implement practical ideas on their farms. We also develop recommendations for many different settings across Europe and indeed around the world.

One of our main principles is that farmers can achieve both: protect nature and work profitably. A local BASF representative in each country manages Farm Network activities along with an overall European coordinator. Ultimately, the Farm Network cooperation is based on open-minded partners who respect different priorities and ways of working, and importantly are prepared to compromise. Patience is also required – seeing tangible results takes time.

■ Replicating best practice

The first cooperation was initiated in the UK in 2002. Since then, the program has been replicated multiple times in six other countries, proving that

the concept is highly transferable. After all, the ability to adapt and be flexible is critical as biodiversity and environment are ultimately local.

In the medium term, our goal is to see the Farm Network provide feedback on how sustainable agriculture measures have had a positive effect on both modern farming systems and on the protection of biodiversity and resources. Over the longer term, we would like to see these techniques being embraced by new farms outside the existing network.

In fact, this is already happening on the ground. For example, in France, the lessons learnt are being transferred to a wider network of 56 voluntary farmers, part of the BiodiversID network, led by Forum des Agriculteurs Responsables Respectueux de l’Environnement (FARRE), Bees Biodiversity Network (BBN), and BASF.

■ Seeing is believing

The last piece of the puzzle is communicating effectively what we have learnt. In 2014, we welcomed more than 2,500 visitors to our farms so that they could see for themselves what sustainable farming looks like. We also publish articles and host press visits so that journalists can help spread the word. We have learnt that the way in which we communicate is important. We need to tailor our messages and keywords to our audiences – be they farmers, politicians, visiting school children or journalists. And of course, we need to demonstrate in practice how easy it is for a productive and profitable farm to have a thriving environment, many birds and beneficial insects.



The Farm Network, a BASF partnership

With more than 30 local partners in seven European countries, our Farm Network brings together a diverse range of experts, united in a common cause – to show farmers how they can work in tandem with nature while maintaining strong profitability and yields.

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