

Feature Story



Fighting hunger nationwide

BASF's hunger relief efforts make an impact in 2017

RESEARCH TRIANGLE PARK, NC, January 9, 2018 — Feeding the world is the main mission of those involved in agriculture, and BASF is no exception — from helping farmers grow smart to working to end hunger in the communities they serve.

“In crop protection, we work with farmers to make sure they can produce enough food to feed our growing population,” said Amy Baldwin, Community Relations Manager and Customer Events Manager, BASF Crop Protection North America. “However, we want to make sure that our communities have enough on their table, too.”

Throughout 2017, BASF Crop Protection North America has helped reduce the number of food insecure families in a multitude of ways, including participation in Feeding America's Hunger Action Month this past September and supporting the Food Bank of Central and Eastern North Carolina.

In May, BASF employees participated in the Food Bank's Stop Summer Hunger campaign, including the Sort-A-Rama event where 1,000 volunteers, including 150 BASF volunteers, sorted bulk food into family-sized bags for distribution. BASF also helped create the Food Bank's Clean Room in its new facility, where volunteers can prep perishable food such as meats and fruits for distribution to the local community in a sterile environment.

Octavio Soares, BASF's North America Operations Manager, joined the Food Bank's Board as it underwent its transition to a new location. For Soares, food has been a way for him to show that he cares about his community.

“We look around this area of North Carolina and think this place has a pretty high quality of life — but even here there are over 600,000 families that are still food insecure,” said Soares. “That is a significant number and basically tells us how much we don't know about what is happening to our own neighbors.”

BASF wrapped up 2017 by participating in the ABC 11's food drive for the fourth year. This year, along with Kroger, US Foods and the Junior League of Fayetteville, BASF helped provide more than 1.3 million meals to the community, surpassing the company's goal of 1.2 million meals.

Through their year-round efforts, BASF is trying to do its part to enable those in the community fight food insecurity. While 2017 has just come to an end, BASF will continue its efforts to fight hunger nationwide in 2018.

To learn more about the Food Bank of Central and Eastern North Carolina, visit www.foodbankcenc.org, or watch this video of the 2017 ABC11 Together Food Drive. Additionally, to learn more about Hunger Action Month and Feeding America, please visit www.feedingamerica.org.

About BASF's Crop Protection division

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With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. BASF's Crop Protection division works with farmers, agricultural professionals, pest management experts and others to help make this possible. With their cooperation, BASF is able to sustain an active R&D pipeline, an innovative portfolio of products and services, and teams of experts in the lab and in the field to support customers in making their businesses succeed. In 2016, BASF's Crop Protection division generated sales of €5.6 billion. For more information, please visit us at www.agriculture.basf.com or on any of our social media channels.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 17,500 employees in North America, and had sales of \$16.2 billion in 2016. For more information about BASF's North American operations, visit www.basf.us.

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