

Feature Story



BASF fights hunger with three modes of action

Donations, virtual food drives and a garden dedication provide support for local communities

RESEARCH TRIANGLE PARK, NC, October 12, 2017 — Last month, BASF joined the fight against hunger by participating in Hunger Action Month in partnership with Feeding America. To kick off the month, the company donated \$75,000 to Feeding America's National Produce Program, an initiative created to provide healthy and nutrient-rich foods to those in need, particularly those in areas where fresh produce is not widely available.

"BASF's financial support of Feeding America's National Produce Program will help the organization reach its goal of providing 1.7 billion meals through produce by 2025," said Amy Baldwin, Community Relations and Events Manager, BASF Crop Protection North America. "We're thrilled to expand access to fruits and vegetables for more than 46 million people—including 13 million children—that Feeding America serves each year in communities across the U.S."

To further support the company's hunger relief efforts, BASF Crop Protection employees participated in a virtual food drive, raising \$22,000 for Feeding America's food banks across the U.S. Every dollar donated equaled a minimum of three meals or up to 10 meals in certain communities.

"These funds will provide at least 66,000 meals and up to 175,000 meals to areas in need throughout the country," said Baldwin.

BASF concluded Hunger Action Month with a garden dedication at the Food Bank of Central and Eastern North Carolina in partnership with Blue Cross and Blue Shield of North Carolina. The demonstration and teaching gardens serve as a source of healthy foods and as a nutrition learning tool for the local community.

"The BASF team has been heavily involved in the development of these gardens, and we're very excited that they are ready to be enjoyed by the community," said Baldwin. "I'm proud of the work that BASF has accomplished this past month," said Baldwin. "We helped generate awareness for hunger issues through BASF and employee social media channels, raised funds to provide meals across the country, and most importantly, worked on this initiative together."

About BASF's Crop Protection division

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

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