BASF joins Nation in Celebration of National Ag Day

Today is the celebration of National Ag Day, a national recognition of American farmers whose hard work and dedication caring for land produces food for millions.

“National Ag Day is a great way to extend a well-deserved ‘thank you’ to everyone in agriculture for leading the industry to new heights in production and sustainability,” said Paul Rea, BASF Senior Vice President, Crop Protection, North America. “We rely on American farmers to provide the nourishment we need to progress our success as a nation.”

The 2016 National Ag Day theme, “Agriculture: Stewards of a Healthy Planet,” reflects current industry priorities to provide a growing population with food while ensuring the safety and purity of the environment. Today, events across the nation champion sustainability and educate Americans on contributions from agriculture.

To carry today’s focus on stewardship and sustainability into the future, BASF leads several initiatives to protect the environment. The On Target Application Academy (OTAA) from BASF is a one-of-a-kind education opportunity that trains growers who self-apply herbicides on proper spray techniques to increase efficiency, ensure safety and mitigate drift. Another program from BASF, Living Acres, looks to increase biodiversity in high-production agriculture by finding ways to cultivate habitats for monarch butterflies. Living Acres research results from 2015 identify best practices for planting milkweed, a common refuge for monarchs, as well as the time investment needed to establish milkweed stands.

Everyone on the BASF team puts sustainable practices to work to use less, waste less and recycle more. At BASF Crop Protection, North America headquarters in Research Triangle Park, North Carolina, site sustainability efforts led by employees have reached major milestones in composting, recycling, and water and energy conservation. Each year, innovative conservation approaches save over 2 million gallons of water and $650,000 in energy costs. On a larger scale, the Ag Container Recycling Program, founded in part by BASF, recycled nearly 10 million pounds of pesticide containers used across the U.S. in 2014.

BASF also supports wildlife on its RTP campus by maintaining birdhouses and pollinator gardens complete with milkweed. This year, BASF is seeking site certification from the Wildlife Habitat Council.

By connecting customers and employees with tools to improve sustainability in their operations, BASF helps share the spirit of stewardship found at the core of today’s Ag Day celebration. To read more about BASF’s commitment to sustainability, please visit agro.basf.us/sustainability/.

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