Feature Story

Earth Day: Sustainability in Agriculture

Today is Earth Day, a global celebration of our planet and our home. Earth Day aims to unite people around the world on environmental issues and take significant steps toward sustainability.

With devotion to the land, the agriculture industry puts forth special efforts to care for our world.

“Earth Day puts a global spotlight on stewardship, biodiversity and sustainability, all important parts of agriculture,” said Max Safarpour, Director of Global Regulatory & Government Affairs, BASF. “Today’s growers work hard to ensure they care for the natural resources that do so much for us.”

To help maintain sustainable farming practices throughout the year, BASF leads programs to educate growers on best practices. Field research conducted in 2015 by BASF identified seven steps growers can take to establish milkweed on non-crop areas of farms and build habitats for monarch butterflies. The research initiative, called Living Acres, comes at a crucial time for monarch butterflies; milkweed stands have declined over the past decade, limiting viable refuge for female monarchs to lay their eggs.

The On Target Application Academy (OTAA) continues teaching industry professionals best practices in herbicide application techniques. In the course of the program’s four years, BASF has trained over 13,400 growers, retailers and applicators in 158 OTAA sessions across 31 states, improving application practices throughout the U.S.

“Sustainability is up to all of us,” Safarpour said. “By exemplifying stewardship, growers can lead the world in advocating for the earth each and every day.”

To learn more about BASF’s commitment to sustainability, visit agro.basf.us/sustainability/.