Science Behind Living Acres Recap

BASF hosted its 10th annual signature media event at Commodity Classic on March 2. This year’s event, the Science Behind Living Acres, took place at the Audubon Butterfly Garden & Insectarium in New Orleans. Attendees were treated to valuable information on sustainability and biodiversity, an update on Living Acres research and received a private tour through the butterfly garden.

Living Acres is a biodiversity research initiative from BASF that is looking to find the best way to cultivate milkweed refuges for monarch butterflies on farms. BASF is committed to providing actionable recommendations for establishing milkweed in non-croplands alongside high production agriculture. Research conducted in 2015 found the solution to establishing milkweed requires an upfront investment of time from farmers, but once milkweed is established, it should support itself year after year with minimal effort.

Presentations and videos gave an overview of the Living Acres initiative, as well as insights into BASF’s commitment to sustainability for its customers. Guest speakers included Paul Rea, Senior Vice President, Crop Protection, North America, BASF; Maximilian Safarpour, Ph.D., Department Head, Global Regulatory and Government Affairs, BASF; Luke Bozeman, Group Biology Leader, BASF; and Harold D. Coble, Ph.D., Professor Emeritus, North Carolina State University.

Attendees received a step-by-step guide to establishing milkweed, which is available for download here, as well as a map of the most successful areas to plant milkweed refuges on a farm.

For more information visit agro.basf.us/sustainability or watch the Living Acres highlight video.

To access all media files provided at the Science Behind Living Acres symposium, including videos, bios and the press release, please click here.