Living Acres Research for Sustainability and Biodiversity

BASF's innovative products, solutions and tools help customers continually improve sustainability in their operations—this year, next year and into the future.

As the world's largest chemical company, BASF recognizes that long-term business success requires acting with conscientious care toward the environment and society. Sustainability is at the core of BASF's identity. The latest sustainability and biodiversity research initiative, Living Acres, was developed to improve habitats for the monarch butterfly population in high-production agriculture.

The monarch butterfly is an iconic insect, symbolic of summer in North America. In recent years, the population has started to decline, due in part to the loss of overwintering site habitat in Mexico, changing weather patterns and reduction in milkweed habitat in the United States and Canada.

"In order to thrive, monarchs need milkweed plants for summer forage and larval feeding sites," said Luke Bozeman, Group Field Biology Leader, BASF. "Reestablishing milkweed plants can have a positive impact on the monarch butterfly population."

Drawing on 150 years of research and development experience, BASF is doing what it does best to help farmers implement biodiversity on their land through the development of best practices for establishing and maintaining milkweed plants in non-cropland areas. Living Acres aims to provide actionable information to help farmers and other land owners increase biodiversity. The research, which started at the BASF Research Farm in Holly Springs, North Carolina, aims to provide actionable information to help farmers and other land owners increase biodiversity.

Next year, the research will be expanded to locations around the U.S., including other BASF research farms and land grant universities. In the future, Living Acres will provide actionable recommendations on where milkweed can be planted to maximize monarch habitat and biodiversity while minimizing strain on crop production.

Sustainability is at the core of BASF's identity, and prioritizes economic growth, environmental protection, and social responsibility. BASF is committed to finding and providing solutions for maximizing yields while fostering and supporting biodiversity.

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