



**BASF**

We create chemistry

## MOVING FORWARD WITH FARMING – THE BIGGEST JOB ON EARTH

### Let's move forward together

While farming is the biggest job on earth, farmers are not facing the challenge alone. We support productive, sustainable agriculture, allowing farmers to protect the land they hold in trust for future generations while meeting the demands of modern society.

We pledge to:

- Invest in the right solutions to enable farmers to grow more quality food, more efficiently.
- Share our expertise to help farmers to make a better life for themselves and their communities.
- Never compromise on safety to allow farmers work in a safe environment and produce safe, healthy food.

In everything we do, we will play our part in leaving a positive environmental inheritance.

We stand shoulder to shoulder with farmers. Together, we will move forward on our journey.

### AgBalance®

Improving sustainability performance in agriculture

#### ■ How AgBalance® creates value

Sustainability is an integral feature of modern farming. It is at the center of a farmer's daily work and drives improvement efforts on the farm. BASF has developed an assessment tool called AgBalance® that allows farmers to review the sustainability contribution that their current farming operation makes. Farmers can discuss with BASF how small changes could further enhance their sustainability performance and achieve continuous improvements. Farmers can share their results with downstream customers and provide the necessary evidence to meet increasingly complex sustainability specifications of the food industry. In this way, we are supporting farmers to realize business opportunities in the food value chain and to increase sustainability on their farm.

#### ■ What is AgBalance®?

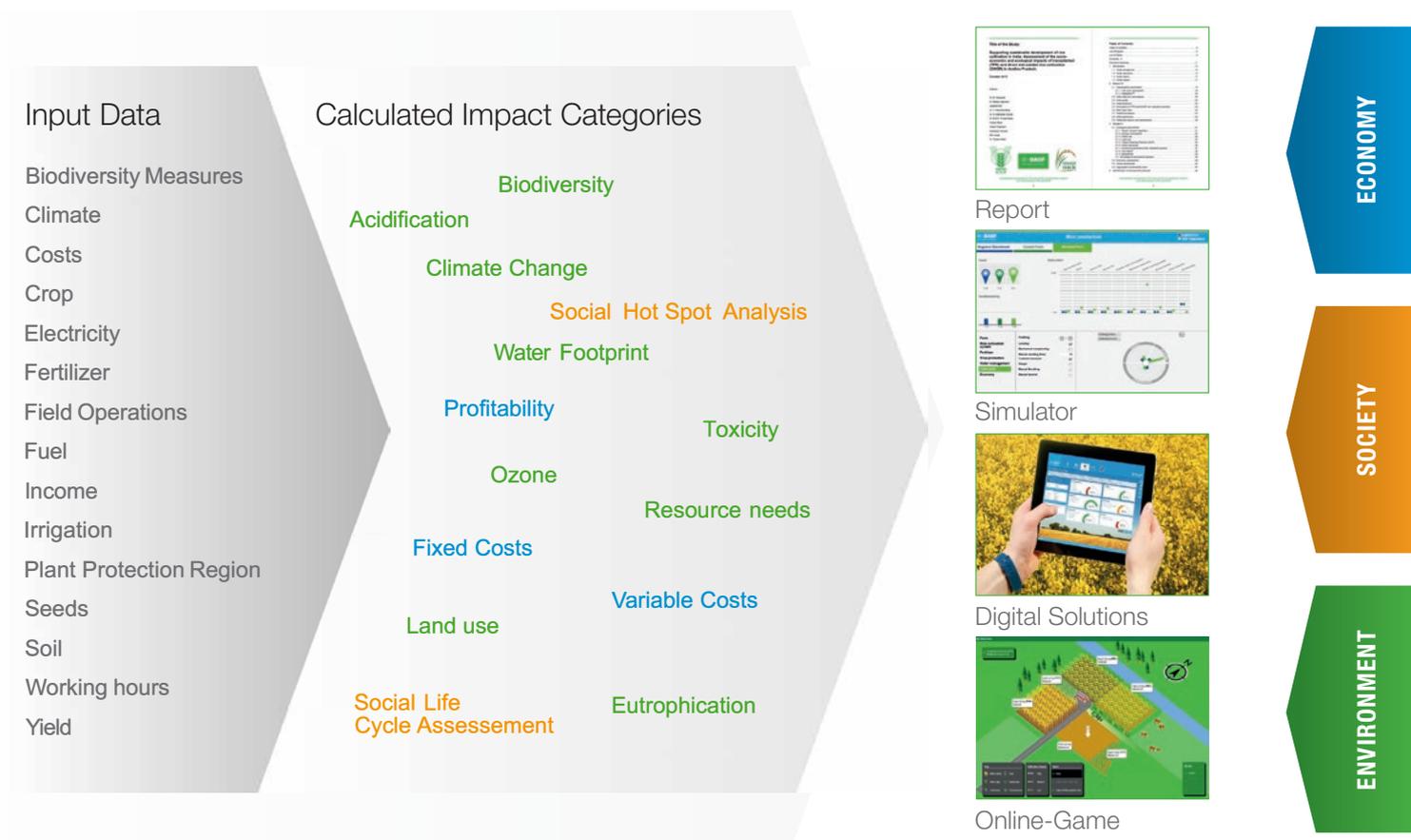
AgBalance® is a proprietary sustainability assessment tool developed by BASF that calculates the sustainability performance of a farming operation. It is the only Life Cycle Assessment (LCA) based program in the agricultural industry that enables a customized assessment of risks and opportunities across all three sustainability pillars. AgBalance® calculates the impact of complex farm data and downstream processes on the environment, on economic performance and even on society, giving results and recommendations for individual farm needs. In addition, it can be interrogated to model future scenarios and the best combination of future actions to maximize crop yields, protect health, resources and the environment, and improve efficiency.



## ■ How AgBalance® works

Using scientifically sound methods based on real-time data from farm operations, together with existing data from field and literature research, the AgBalance® model calculates the impact on the three sustainability pillars – environment, economy and society. The calculated data can then be used in different visual applications depending on the target audience:

- an externally-reviewed report
- a simulator, integrated into BASF's digital solutions, that enables farmers to calculate their contribution against a defined benchmark
- online games



## ■ Benefits

**Farmers** can make their farm more sustainable by assessing and measuring their operations and implementing improvements based on the results. Managing their business sustainably enables farmers to be better prepared to meet upcoming challenges and consumer demands.

**Agricultural input providers** such as BASF want to increase knowledge about sustainable agriculture and contribute to a fact-based dialogue. We use new insights on sustainable agriculture to guide our R&D and develop new, innovative and sustainable solutions for our customers.

**Food processors** view sustainability from the perspective of improving their own production process and increasing the basis for fact-based dialogue with suppliers and retailers.

**Retailers** want to address consumer needs transparently. Assessing their operations thoroughly enables businesses to provide credible information on the sustainability of their products and practices, as well as driving improvements. Consumers and society value transparent and sustainable food production and the identification and spread of best practice.

## CONTACTS

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