



**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.

### Mobile agricultural clinic supports smallholders in Egypt

#### ■ Reaching out to farmers

More than 80 percent of Egypt's cultivated area is farmed by smallholders. Many of them lack technical support and are isolated from the key services that are considered essential for developing successful agricultural enterprises. Finding innovative ways to reach these small-scale farmers is a key priority for the local BASF Agricultural Solutions team.

In 2017, as part of a pioneering initiative in Upper Egypt, the team launched a mobile "BASF Agricultural Clinic" to serve, support and educate smallholders in remote areas.

#### ■ Improving farmers' livelihoods

Our goal is to help these farmers improve their livelihoods and quality of life by learning how to implement good agricultural practices. Working together with our partners, this project builds agricultural capacity in Egypt and promotes best practices and responsible use of inputs in line with the UN Sustainable Development Goals (Goals 2, 3 and 17).



■ **Sharing our knowledge**

Our mobile clinic travels around the region and can be easily set up at different locations. During a typical clinic, farmers bring samples of their infested or diseased plants and meet face-to-face with BASF technical experts for advice and diagnosis.



■ **Offering practical advice**

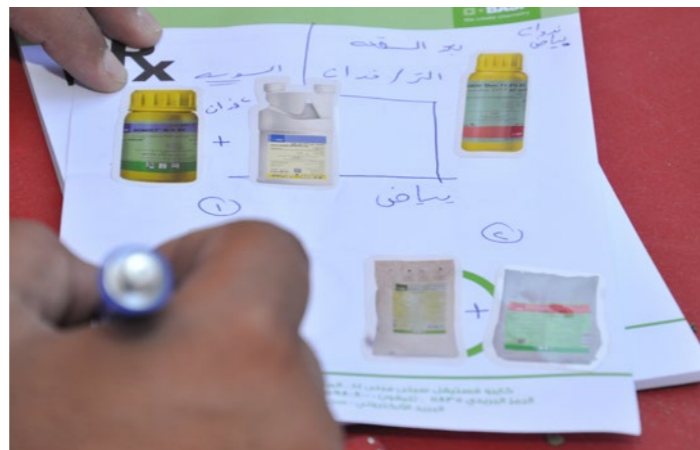
Participating farmers are given a prescription which identifies the disease, provides recommendations as to which product to use and the appropriate dosage to make the plant healthy again. We also add product stickers with pictures to help farmers easily identify BASF products. This addresses the problem of illiteracy and has the added benefit of helping farmers detect fake or counterfeit products.



■ **Living our sustainability pledges**

As a part of our commitment to sustainable agriculture, we provide farmers with expert advice and the tools to minimize the risk of exposure to crop protection products. When farmers hand in their prescriptions at agricultural retailers, they automatically receive a free BASF Professional Farmer Protective Kit, consisting of nitrile gloves, particulate filter masks, safety goggles and an easy-to-understand instruction leaflet.

The clinic also acts as an important safety awareness forum for farmers and other family members, who can help cascade and reinforce the message to the broader community.



# Did you know that...?

Agriculture is important to the Egyptian economy, contributing up to

**14.5 percent**

of GDP and

**28 percent** of all jobs.



Ancient Egyptian civilization developed one of the **world's first agricultural systems.**



**Two million** smallholders own less than one feddan (0.42 ha or 1.038 acres).



Egypt consists of **27 governorates**, divided into **4,764 villages**, which are served by an estimated **12,000 retailers** or more.

Vegetable crops are grown on

**13.5 percent** of the cultivated

area of the country.



Agricultural areas in Egypt represent only

**3.8 percent** of the total land area.

“For the first time in Upper Egypt, a global organization is focusing on the agricultural problems of smallholder farmers.”

“The BASF Clinic has made me more aware of proper product consumption and usage.”

Comments from farmers attending the BASF mobile clinics

## ■ Making a difference

To date, 2000 farmers have attended 40 clinics, held in 12 locations. Monitoring shows an increased level of safety awareness amongst smallholders, retailers, and their families. Participating farmers have built open, trusting relationships with the clinic team and feel comfortable asking questions and following advice. Farm retailers report increased sales with a positive knock-on impact to the local economy.

## ■ Adding value with CropLife

In the spirit of continuous improvement, we are always keen to provide enhanced services. In 2018, CropLife Egypt developed a standard awareness program which has become a key part of the BASF Clinic Days. Delivered by a master trainer, this course focuses on the responsible use of products, spray services, container management and how to detect and deal with counterfeiting.

## ■ Partnering to reach more farmers

We know we can achieve more by working with others. That's why partnerships that bring sustainable value to society are a key pillar of BASF's strategy. The challenges faced by smallholders cannot be solved by a single company and therefore our focus is on a holistic, multi-stakeholder approach in all of our projects. To broaden our reach with smallholders, BASF is partnering with Blue Moon, a well-recognised Egyptian company in the field of agricultural development, to provide clinic services to their smallholder farmers.

BASF is also working in collaboration with Egyptian farmers' organizations and NGOs to extend the reach of the program and connect with an even broader audience of smallholders.



Said Abdallah, CropLife Egypt master trainer



In collaboration with the Blue Moon organization, Esna, Luxor



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## SOURCES

Egyptian Ministry of Agriculture  
State Information Center  
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