



# 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.

### Personal protective equipment in Brazil Uncompromising safety

#### ■ We promote farmer safety

Safety underlines everything we do. That is why Product Stewardship – the responsible and ethical management of our products throughout their entire lifecycle – is so close to our hearts.

Worldwide, we have long promoted the use of personal protective equipment to safeguard farmers against the risk of hazardous exposure. Our key message is that this equipment is technically advanced, affordable, tailored, comfortable to wear, and above all else, necessary from a safety perspective. Our successful program in Brazil illustrates this point perfectly.

#### ■ Equipamento de Proteção Individual (EPI)

Since 1999, we have collaborated with a number of partners on a social initiative to drive behavioral change and promote safe behavior on the farm. Our goal is to:

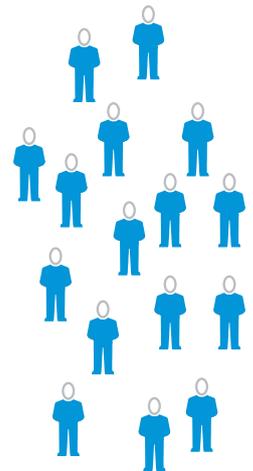
- drive increased awareness of the importance of personal protective equipment (in Portuguese: Equipamento de Proteção Individual) and increase adoption levels;
- deliver high quality protective equipment;
- show farmers how to use and store their personal protective equipment correctly;
- advise farmers on the right clothing to wear under the protective suit;
- provide guidance on how to protect the skin from sun damage.



## ■ Reaching more farmers – the multiplier effect

Our long established Equipamento de Proteção Individual program is built on specialist expertise and strong partnerships.

1. Our partner, AZ Brazil, is responsible for the EPI design, production and quality, offering a range of specialist kits for farmers.
2. The BASF sales team with 25 regional divisions provides a strong national network for the distribution of the EPI kits with ready access to farmers.
3. Internally, to underline its uncompromising commitment to safety, BASF leadership recognizes and rewards the top performers in EPI sales.
4. The broader BASF team and its distributors organize campaign days, training workshops and demonstrations for farmers, promotional programs, lectures and field days.
5. To complement the EPI program, BASF uses prominent, easy-to-understand symbols and pictograms on labels and screw caps, which help transcend language and literacy barriers.
6. The special communications website [www.comunicaepi.com.br](http://www.comunicaepi.com.br) provides farmers with technical and commercial information complete with an efficient EPI online ordering system.
7. Additionally, many millions of people receive responsible use messages through media such as television and radio programs, newspaper and magazines.



## Did you know ...?

Facts and figures on BASF's EPI kits for Brazil

Over **one million** BASF kits have been sold.



Personal protective equipment includes equipment, such as coverall (pants and shirt), apron, face shield, hat with neck protection, respirator, gloves and sunblock lotion.

BASF offers more than **a dozen** specialized Personal Protective Equipment **types** – it depends on where, how and what the farmer cultivates.



Kits are affordable, ranging from **\$26 to \$45.**



BASF's website **comunicaepi.com.br** is the **first** and most comprehensive portal of its kind in Brazil.

BASF is currently working to extend this successful program across **Latin America.**

**“I salute the efforts of our Brazilian team. Using and managing our products and services responsibly is the first and most fundamental step in sustainable agriculture.”**

Eduardo Leduc,  
Senior Vice President  
BASF Crop Protection Latin America

### CONTACTS

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### FURTHER INFORMATION

■ [www.comunicaepi.com.br](http://www.comunicaepi.com.br) (Portuguese only)