



We create chemistry

# Growing Stronger, Together

BASF Canada  
Agricultural Solutions  
2022 Giving Report





## Growing Strong

BASF is proud to have deep roots in farming communities across Canada and supports farmers, their families and their communities on and off the field.

**Our 2022 Giving Report** illuminates our continuous commitment to Canadian agriculture, outlining our sponsorship approach, the groups we interact with and the impact we're making across the industry.



## A Letter From



# Jonathan Sweat

Vice President, Business Management

*“Our goal is to help farmers get the most out of every acre by connecting science and technology with meaningful partnerships.”*

***At BASF, we’re in the business of constantly innovating and developing solutions that help Canadian farmers and their families find success each growing season.*** Earning our role as a trusted partner to thousands of Canadian growers, our goal is to help them get the most out of every acre by connecting science and technology with meaningful partnerships.

We want to help Canadian agriculture realize its full potential. For BASF, this means inspiring possibilities for farmers from coast to coast; it means living our corporate values and working together to build a healthy, bright future for our industry. And above all, it means rolling up our sleeves to help Canada’s farming communities thrive.

We’re proud to have deep roots in farming communities across Canada. Whether it’s through the strength of our partnerships, teaming up with

academic organizations to enable valuable data and research, or through supporting charities that provide support to families within rural areas, BASF will always be there for Canada’s farming communities. To bring this commitment to life, we’re working closely with our own people and our customers to identify amazing groups, people or organizations who are doing fantastic work in the community and are deserving of support.

Partnering with BASF enables financial support, helps to bring special projects to life, creates fundraising opportunities for people to have a positive impact within their communities, and ultimately helps secure the future of Canadian agriculture. I’m incredibly proud of the hard work, collaboration and passion our team at BASF has demonstrated in 2022 to help lead these initiatives. I personally thank everyone for their support throughout this past year.

To help bring our Giving Story to life, I’m excited to share a summary of our 2022 initiatives and show you the people and groups we are currently working with, and how our teams are making an impact within the communities we serve.

A handwritten signature in black ink, appearing to read 'J. Sweat'.

**Jonathan Sweat**

Vice President, Business Management  
Agricultural Solutions Canada



# Community Giving



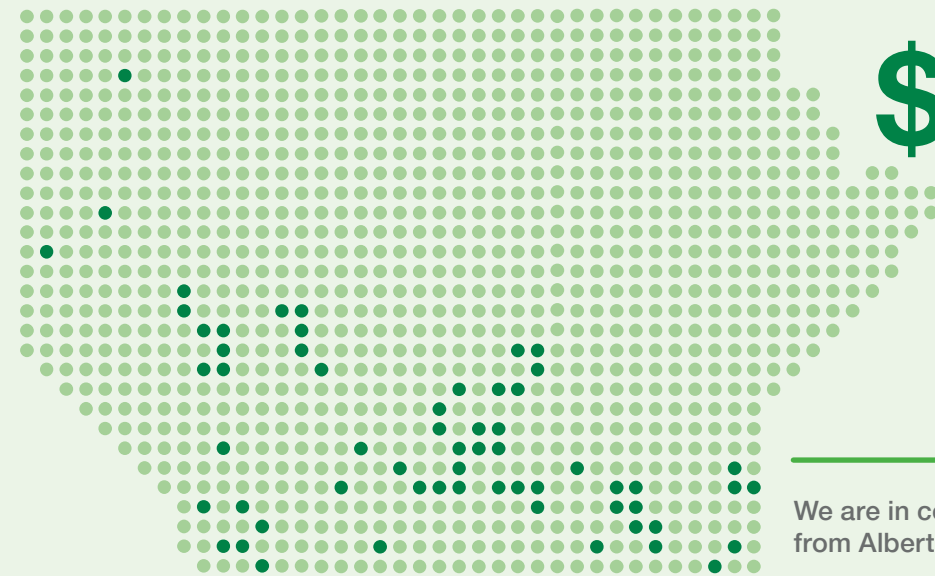


# OUR COMMUNITY GIVING STORY

A look at how BASF Canada Agricultural Solutions is making an impact in communities across Western Canada.



## BEGINS WITH OUR PEOPLE



**\$ 250,000+**

to support community groups and projects that growers and their local communities care about.

We are in communities across Western Canada from Alberta to Manitoba.



**80+** bags of InVigor® Hybrid Canola donated

**1,400L+** of crop protection products donated



**3,500+** acres of crop protection & seed donated for harvest fundraisers

**FIND US IN 66 COMMUNITIES**



**39** COMMUNITY BUILDING PROJECTS



**27** HARVEST FUNDRAISERS

## IMPACTED COMMUNITIES



### Riverton Hot Lunch Program

Fueling bodies and minds by funding a hot lunch program at the Riverton Collegiate in Riverton, MB.



### Yorkton Health Foundation

Harvest fundraiser in Yorkton, SK, to support the purchase of new hospital equipment.



### Harrison Fire Department

Supporting the initial site preparation and other pre-build costs for a new fire hall in Newdale, MB.



### Calmar Elementary School

Supporting the development of a new playground at Calmar Elementary School in Calmar, AB.



### Scott Falloon Fundraiser for Ukraine

Harvest fundraiser in Foxwarren, MB, to show support for those affected by the war in Ukraine.



### Acres for Hamiota

Creating awareness of agriculture's importance with Ag in the Classroom, Harvest Field Days and donated seed to the community.



[www.agriculture.basf.ca/west](http://www.agriculture.basf.ca/west)



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## Our Community Giving in Action

We believe in providing access to healthy, affordable food for all.

In early 2022, we helped the students at Riverton Collegiate in Riverton, Manitoba, by funding a hot lunch program at the school for the second year in a row.

Our donation of \$10,000 provided Riverton students with access to free, nutritious lunch options during their school year. The resulting lunch program also helped foster more human connections for students – particularly during the difficult COVID-19 pandemic – through the preparation and sharing of good food, together.



## Our Community Giving in Action

# In 2022, BASF donated 120 acres of InVigor® L340PC.

In support of Acres for Hamiota – a community harvest fundraiser wherein product is grown, harvested and sold – with proceeds going towards local charities and community groups.

The canola harvested from the 2022 fundraiser yielded just over 48 bushels per acre and helped raise over \$100,000 that is being invested back into the Hamiota community and surrounding area. We were proud to work with Acres for Hamiota in 2022 to offer not only our canola seed, but also our support and enthusiasm by participating in their “Ag in the Classroom” day and local field tours to share our commitment to Canadian agriculture.







## Our Community Giving in Action

One of BASF's core values is helping create safe and healthy communities.

Events like Farming for Health are a great way to partner with community and industry stakeholders to ensure that anyone who grows, sells, handles or hauls crops stays safe from seeding to harvest.

The Yorkton Health Foundation hosted Farming for Health and harvested crops to raise funds to help purchase new hospital equipment. BASF donated 320 acres of fungicide (Nexicor®, Facet L® and Certitude®) towards the project. Currently in its 10th year, 2022's harvest raised a record-breaking \$395,036. We were proud to have supported a harvest that surpassed all previous years!





# Corporate Giving



# OUR CORPORATE GIVING STORY

A look at how BASF Canada Agricultural Solutions is making an impact across Canada.



## STARTS WITH DEEP ROOTS IN CANADIAN AGRICULTURE

Farming isn't just a business; it's a way of life. BASF is proud to support farmers and their communities both on and off the field.

## OUR 3 GIVING PILLARS





### DEVELOPING FUTURE LEADERS

To build the skills and capacity of youth to contribute meaningfully to the advancement of, as well as public knowledge and understanding for, modern agriculture.



### BUILDING SAFE & HEALTHY COMMUNITIES

To advocate, educate and provide the resources that contribute to safe and well communities.



### PROMOTING DE&I

To build an industry where equal opportunity is not only afforded, but celebrated, to people of all backgrounds and beliefs.

**\$465,000** to support organizations at a provincial or national level that directly align to our giving pillars.

## PROUD TO PARTNER WITH:



**CASA**  
Supporting and promoting safe practices around the farm through initiatives such as the BASF Safety Scouts – a program designed to help farming families facilitate important conversations around safety with their children.



**Agriculture in the Classroom Canada**  
BASF is committed to agriculture education in classrooms across Canada. As a foundational partner, BASF supports AITC's vision of bringing agriculture to every classroom, inspiring every student with accurate, balanced, current, curriculum-linked information on agriculture and food.



**4-H CANADA**  
As the national Community Engagement & Communications Pillar partner for 4-H Canada, BASF is helping to secure the future of Canadian agriculture by supporting the development of today's youth.



**STARS**  
An investment dedicated to helping farming communities across Western Canada continue to have access to critical care for years to come.





## Our Corporate Giving in Action



## STARS Air Ambulance

Safety is an important rural health issue, and we all have a role to play in keeping our industry safe. In 2022, we announced an exciting partnership with STARS air ambulance, making a \$500,000 investment to help STARS upgrade their helicopter fleet. The donation supported STARS for their mission operations and helped the organization purchase medically equipped Airbus H145 helicopters at a cost of \$13 million each.

STARS ensures farming communities across Western Canada have access to critical care by providing safe, rapid and highly specialized emergency transport system to critically ill and injured individuals living in rural communities. The new helicopters will help STARS deliver vital care to patients across the Prairies and parts of

British Columbia for the next 30 years or more. This was an important investment and will help reduce the chance of fatalities in rural regions.

STARS has been flying missions in the new Airbus H145 helicopters since mid-2019, thanks to government, community and corporate support of an ambitious capital campaign. The remainder of the new fleet was implemented at all six of its bases this past year.

We're incredibly proud to partner with STARS and their team of dedicated staff and volunteers to provide an invaluable service to our region. This investment has helped ensure that farming communities across Western Canada continue to have access to critical care for years to come.



## Our Corporate Giving in Action



### 4-H Canada

Youth play a critical role in securing the future of Canadian agriculture. Whether it's about motivating and inspiring an exciting career path within the industry, or empowering them to positively contribute to their communities, BASF is committed to supporting today's youth in agriculture.

In 2021, 4-H Canada and BASF signed a three-year, \$600,000 partnership (2021-2023). This investment has allowed BASF to continue our support in 4-H's national and regional youth programming, which helps the youth leaders positively impact their communities and use their voices to advocate for important issues. BASF's additional \$20,000 annual investment

supports 4-H Canada's Community Engagement & Communications programming, including their annual Show Your 4-H Colours initiative each November.

This partnership also supports 4-H Canada's Youth Advisory Committee (YAC). The YAC is the national voice for 4-H youth in Canada, and they are contributors to the direction of 4-H operations and governance. As youth ambassadors, YAC members bring an authentic youth perspective to industry events, policy discussions, consultations and conferences.

We are proud to continue working with this amazing partner!







## Our Corporate Giving in Action



# BASF Safety Scouts

We believe that playing safely on the farm is one of the most important lessons a child can learn, and it's one in which families and caregivers also play a critical role. In 2022, the BASF Safety Scouts program proudly launched its second season and continued to support families facilitate important conversations around safety on the farm with their children.

In a similar fashion to last year, the 2022 program offered an official "safety kit" which included an adjustable CSA Z96-15 compliant safety vest, safety-themed activity and educational colouring sheets, a BASF Safety Scouts reward badge, and an official membership certificate. We launched in partnership with the Canadian Agricultural Safety Association (CASA) and we are proud

to see the program continue to grow and have more families benefit from our tools, resources and network. Since its launch, the BASF Safety Scouts has garnered over 4,000 registrations and has reached families across 564 Canadian communities with families from nine provinces.

The BASF Safety Scouts program signals an extension of BASF's ongoing dedication toward building safe and healthy communities across Canada, specifically safety on the farm. We continue to work closely with our network of growers, retailers and industry partners to ensure that anyone who works, lives, visits or plays on a farm remains safe.



A wide-angle photograph of a golden wheat field at sunset. The sun is a bright, glowing orb in the upper left corner, casting a warm, orange light across the scene. In the background, a dark silhouette of a barn with two chimneys is visible on the left. The sky is filled with soft, horizontal clouds. The foreground is dominated by the sharp, golden stalks of wheat, some in focus and others blurred, creating a sense of depth.

# Industry Relations



# OUR INDUSTRY RELATIONS STORY

A look at how BASF Canada Agricultural Solutions is helping to advance Canadian agriculture.



## STARTS WITH COLLABORATION

BASF supports the industry through advocating for the issues that matter and engaging with important stakeholders to help futureproof our sector.

**38+ YEARS OF PARTNERSHIP**

to help sustain modern ag & advance science.



**& \$1,250,000** committed to helping tackle clubroot resistance in canola.

**\$425,000** invested back into the industry to develop, innovate and support the future of farming in Canada.

## PROUD TO PARTNER WITH:



### CDC

Over 25 years of partnership dedicated to innovation, research and development in plant breeding and pathology to support the future of farming in Canada.



### CCFI

As a member of CCFI, BASF is helping Canada's food system earn public trust by providing research, resources and engaging in important dialogue.



### CLEANFARMS

As a member of Cleanfarms, BASF works collaboratively to support the safe collection of plastic waste from farm operations.



### CFA

BASF's partnership with the CFA aims to help support the industry through advocating for the issues that matter, and engage with important stakeholders to help futureproof the sector.



### University of Saskatchewan

A five-year partnership to help establish a research chair position at the U of S Western College of Veterinary Medicine focusing on pollinator health and biodiversity.



### University of Alberta ALES

A five-year research project partnership with the University of Alberta's Faculty of Agricultural, Life & Environmental Sciences to tackle clubroot resistance in canola.



### OLDS COLLEGE

A three-year commitment to support the Olds College Smart Farm HyperLayer data concept – a process that allows for the collection, analysis and application of multiple types of agricultural data to support the development of new technologies.





## Our Industry Relations in Action

# University of Saskatchewan Western College of Veterinary Medicine

As an agricultural solutions provider committed to balancing productivity and sustainability, we understand the need to support modern agriculture, while ensuring the responsible use of plant science technology, including the protection and creation of biodiverse communities.

In 2021, BASF proudly committed a \$250,000 investment to the University of Saskatchewan's Western College of Medicine (WCVN) to help establish a research chair position focusing on pollinator health and biodiversity. The contribution provides \$50,000 per year over five years (2021-2025) and helped create a permanent, tenured veterinary research chair who will focus on solutions to improve the health of both pollinators and the agricultural industries they support. The new veterinary research chair at the WCVN – supported by partnerships among industry stakeholders, including BASF competitors – represented an important step forward in strengthening sustainable agriculture and beekeeping. We're proud to announce that in 2022, Dr. Sarah Wood (DVM, PhD) was hired as the new Pollinator Health Research Chair at the WCVN.

Together with the WCVN and British Columbia Blueberry Council, we're also excited to report that a new five-year partnership has launched to investigate the multifactorial causes leading to the suboptimal availability of pollinator services for the Canadian blueberry industry. This project will help enhance the health and strength of overwintering colonies, improve bee health during blueberry pollination and support colony health after pollination occurs.

Our partnership with the WCVN marks an important piece of BASF's North American sustainability initiative, Living Acres, which holistically supports agricultural sustainability through putting farmers first, driving smart stewardship, and partnering for innovation and influence, an invaluable service to our region. This investment has helped ensure that farming communities across Western Canada continue to have access to critical care for years to come.



## Our Industry Relations in Action

# University of Alberta Faculty of Agriculture, Life & Environmental Sciences

Canola plays a vital role in the Canadian economy, with 90 per cent of canola grown and harvested in Canada being exported to over 50 markets worldwide. In order to continue to drive the industry forward, ongoing investment and stakeholder collaboration is crucial. We are continuously investing in research and development that helps enhance existing agricultural solutions or bring novel and advanced tools to market for the benefit of growers and our customers.

In 2022, BASF announced a new research project in partnership with the University of Alberta's Faculty of Agricultural, Life & Environmental Sciences (ALES) to tackle clubroot resistance in canola. The collaboration will see BASF invest \$1.25M over a five-year

period until 2026 and seek to deliver findings that support ongoing efforts to combat strains of clubroot, a soil-borne disease that causes major damage to canola crops.

Research and development is at the heart of BASF's work and the innovative solutions coming out of the ALES will play a critical role in helping growers achieve higher yields. Our partnership with the ALES will provide research opportunities for a postdoctoral fellow, work in plant science for graduate and undergraduate students, as well as push forward innovation and crop improvement across industry partners.







## Our Industry Relations in Action

# University of Saskatchewan Crop Development Centre

BASF has a strong partnership with the University of Saskatchewan's Crop Development Centre (CDC), which is a field crop research organization within the University's Department of Plant Sciences that focuses on plant breeding and pathology to improve the agronomic and end-use performances of crops, including peas, lentils, chickpeas and wheat.

As one of the longest-standing public-private partnerships in Canadian agriculture, our 25-year partnership with the CDC has enabled significant innovations and developments to support the future of farming for pulse growers. Specifically, BASF's \$100,000 investment in the CDC has contributed to the development of a new, world-class Enhanced Breeding Facility to help enhance the Centre's plant breeding programs.

Canada is the fifth largest agriculture exporter in the world with Canadian pulse farmers, supplying approximately 1.7 million tonnes of pulses in 2017 alone. It's thanks to the dedication of savvy pulse growers eager to try new technologies and innovations that Canada has earned its top spot. Innovative new products and solutions that have been brought to the market over the last 40 years by BASF have also played a critical role in ensuring the sustainability and success of Canadian pulse growers.





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