



We create chemistry

News Release

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United for sustainable agriculture: BASF hosts roundtable discussions on cotton at the United Nations headquarters

- **United for the Biggest Job on Earth provides platform for American and European farmers.**

RESEARCH TRIANGLE PARK, NC, September 13, 2023 – Farmers across the globe are working to meet the ever-increasing demand for sustainably grown cotton. True sustainable sourcing of natural fibers can be complex and challenging, which is why [BASF Agricultural Solutions](#) brought together a global delegation of farmers from Europe and the United States to ensure their voices are heard and supported.

The event, aptly named ‘United for the Biggest Job on Earth’, was held at the United Nations headquarters on Tuesday, September 12, and featured various farms from both Greece and the United States, as well as leadership from BASF Agricultural Solutions North America and Europe with attendance from sustainable fashion and agriculture media.

“BASF is dedicated to creating a better future for cotton production and the cotton textile industry,” said Ray Daniels, Seed Sustainability Manager at BASF. “We understand that cotton farmers are the cornerstone of sustainable production, which is why we are giving them an international platform to share their ideas on how agriculture must meet the needs of present and future generations through profitability, environmental health and social and economic equity.”

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While sustainable farming sounds new, the principles are not. Farmers across cotton-producing regions in the United States and Europe have leveraged these practices to help reduce soil erosion and improve soil health, while reducing excess nitrogen use. The renewed focus on these practices by the textile industry provides farmers an opportunity to demonstrate their inherent sustainable nature publicly in this global workshop.

“It is truly exciting to be a part of this discussion about a sustainable and responsible future for cotton farming, and I look forward to using what I have learnt back home in Greece,” said Thodoros Lefis, cotton grower from Komotini, North Greece.

BASF supports cotton production in the United States with the [e3® Sustainable Cotton](#) program and in Europe with the [Certified Sustainable FiberMax®](#) program. Both provide field-level traceability for cotton, as well as a way for farmers to track and measure the environmental and social impacts of their cotton production.

United for the Biggest Job on Earth is part of a partnership with the [Conscious Fashion and Lifestyle Network](#) and another way [BASF is successfully contributing](#) to the United Nations Sustainable Development Goals.

“Agriculture is so central to our lives, but many do not consider the powerful impact it can have,” said Gustavo Palerosi Carneiro, Vice-President, BASF Agricultural Solutions EMEA & CIS. “It’s also an industry undergoing a time of unprecedented change. Farmers have an increasingly difficult yet important role of balancing the need for increased productivity, environmental protection, and value to society.”

Follow BASF in their support of the sustainable cotton industry on [Instagram](#) and [Facebook](#).

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About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,000 employees in North America and had sales of \$25.7 billion in 2022. For more information about BASF’s North American operations, visit www.basf.com/us.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €87.3 billion in 2022. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at www.basf.com.

About BASF's Agricultural Solutions division

Farming is fundamental to provide enough healthy and affordable food for a rapidly growing population while reducing environmental impacts. Working with partners and agricultural experts and by integrating sustainability criteria into all business decisions, we help farmers to create a positive impact on sustainable agriculture. That's why we invest in a strong R&D pipeline, connecting innovative thinking with practical action in the field. Our portfolio comprises seeds and specifically selected plant traits, chemical and biological crop protection, solutions for soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we strive to find the right balance for success – for farmers, agriculture and future generations. In 2022, our division generated sales of €10.3 billion. For more information, please visit www.agriculture.basf.com or any of our social media channels.