

News Release

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BASF & AgLink join forces to celebrate Safety Champs program for Farm Safety Week 2024

- **Expressions of interest for the free 2024 Safety Champs program are open on the BASF website.**
- **Farm safety for children is a critical issue, in 2023 more than one in 10 on-farm injuries involved children under the age of 15.¹**
- **Safety Champs helps parents and caregivers facilitate conversations about farm safety with children in a fun and educational way.**

Melbourne, Australia - BASF Australia and AgLink Australia have joined forces to make farms a safer place for children this Farm Safety Week, with expressions of interest for the free 2024 Safety Champs program now open.

Last year, more than one in 10 on-farm injuries reported were children under the age of 15. Safety education is vital to helping children identify potential risks and hazards, enhancing overall accident prevention, but it can sometimes be difficult to navigate these conversations.

The Safety Champs program supports parents and caregivers to engage the next generation in a fun and educational way by facilitating important discussions around farm safety with their little ones.

The program serves as a reminder that farms are busy and dangerous workplaces, where children can encounter hazards. In 2023, BASF and AgLink distributed over

¹ [AgHealth Australia – Agrifutures Australia: Non-intentional farm-related incidents in Australia – January-December 2023](#)

1,000 packs to farming families across Australia. This year, BASF will resume this partnership by preparing hundreds of child-friendly safety-themed packs containing educational activities and protective gear.

Hobby farmer and agronomist Zack Zweck from Kadina, on South Australia's Yorke Peninsula participated in the 2023 Safety Champs program. He said that his children Archie, 7, and Indie, 5, loved receiving and completing the packs.

"The Safety Champs packs were a great way to initiate important conversations with our kids about safety at our farm. My wife and I often talk to our kids about on-farm dangers, in particular about tractors and trucks, but the Safety Champs packs were a really fun way to keep the kids engaged," he said.

Parvana Wali, Head of Agricultural Solutions for BASF in Australia and New Zealand said the Safety Champs program is part of BASF's commitment to uphold the safety of its people, customers, and their families.

"In farming, the health and safety of our people is paramount. We're proud to partner with AgLink again this year to keep all our farming communities safe, including our youngest members. This year's Safety Champs program will help drive awareness and understanding of what it means to keep the entire family safe on the farm, in 2024 and beyond," she said.

Stevi Howdle, Executive Officer of Farmsafe Australia, said initiatives like the Safety Champs program fill a much needed gap in agricultural communities.

"Although farms are a fantastic place to grow up, they are high risk workplaces with several hazards from chemicals to heavy machinery. In 2023, one in 10 on-farm injuries involved children aged under 15 years old. That's why it's vital we teach children about safe practices right from the start of their lives," she said.

"Making safety fun for children through free programs like BASF's Safety Champs is a clever way to engage kids. It's great for children to connect the 'why' to the rules that they often get told. These activities are also great reminders for everyone involved in agriculture of the importance of modelling safe practices for children living on or visiting farms."

To find out more about the Safety Champs program or to register to have a pack sent to your farm, visit <https://crop-solutions.basf.com.au/safetychamps>

About BASF's Agricultural Solutions division

Everything we do, we do for the love of farming. Farming is fundamental to provide enough healthy and affordable food for a rapidly growing population, while reducing environmental impacts. That's why we are working with partners and experts to integrate sustainability criteria into all business decisions. With €900 million in 2023, we continue to invest in a strong R&D pipeline, combining innovative thinking with practical action in the field. Our solutions are purpose-designed for different crop systems. Connecting seeds and traits, crop protection products, digital tools and sustainability approaches, to help deliver the best possible outcomes for farmers, growers and our other stakeholders along the value chain. With teams in the lab, field, office and in production, we do everything in our power to build a sustainable future for agriculture. In 2023, our division generated sales of €10.1 billion. For more information, please visit www.agriculture.basf.com or our social media channels.

About BASF in Australia and New Zealand

BASF serves key industries in the agriculture, coatings, manufacturing and mining sectors, and posted sales of about €441 million in Australia and New Zealand in 2023. As of the end of 2023, the company had 370 employees and operated 6 production sites across Agricultural Solutions, performance products and functional materials and solutions. BASF has been active in Australia for over 100 years, and about 60 years in New Zealand. Further information is available on www.basf.com/au.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 112,000 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 €68.9 billion in 2023. 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.