



Joint News Release

BASF Media Contact:

Odessa Hines
Tel: 919-886-8081
odessa.hines@basf.com

Quail Forever Media Contact

Jared Wiklund
Tel: 651-209-4953
jwiklund@pheasantsforever.org

BASF Agricultural Solutions signs national sponsorship with Pheasants Forever and Quail Forever

Organizations poised to deliver new on-farm sustainability program in Texas Panhandle

RESEARCH TRIANGLE PARK, NC, June 30, 2022 – Pheasants Forever and Quail Forever are proud to announce BASF Agricultural Solutions as the organization’s newest national sponsor in the precision agriculture and conservation sector.

Collaborating with The Habitat Organization in the southern Great Plains, the trio is dedicated to helping farmers and ranchers achieve sustainability objectives on private lands, while supporting habitat improvements, public access, and outdoor education on a national scale.

“The sustainability efforts of BASF are largely intertwined with the habitat mission of the nation’s leading upland conservation group,” said Chris Kalis, director of corporate partnerships for Pheasants Forever and Quail Forever. “When we assist landowners in aligning profitability with ecological performance – farming the best while applying a conservation prescription to underperforming acres – we’re also achieving key biodiversity and ecosystem services benchmarks. We’re proud to call BASF a national sponsor.”

“Our farmers always strive to be the best stewards of their land, and our mission at BASF is to help them achieve those goals,” said Rachel Walters, BASF Regional Grower & Channel Marketing Manager Seeds. “We echo the mission of Pheasants Forever and Quail Forever and look forward to helping our farmers to implement sustainable practices while achieving economic success.”

Central to the sponsorship is funding support for a precision agriculture and conservation specialist position in the Texas Panhandle who will engage BASF growers to help identify opportunities for conservation programs to work in tandem with crop production. The goal of the position is to offer habitat-based solutions for the nation’s most complex environmental and agricultural issues including soil health, water quality, carbon sequestration, and rural economic development, while maintaining top-notch farm revenues for Great Plains producers.

The national sponsorship of BASF adds further momentum to Pheasants Forever and Quail Forever’s collaborative agricultural initiatives to deliver sustainability outcomes across the pheasant and quail ranges. Existing programs include the [Soil Health and Habitat Program](#) with Nestlé Purina, [Precision Agriculture](#) with John Deere, [Cotton Sustainability & Quail Population Recovery Project](#) with Cotton Incorporated, and [Sorghum for BIRDS](#) with United Sorghum Checkoff Program, and others.

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 2021, our division generated sales of €8.2 billion. For more information, please visit www.agriculture.basf.com or any of our social

media channels.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 16,700 employees in North America and had sales of \$25.9 billion in 2021. 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. Around 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 €78.6 billion in 2021. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.

About Pheasants Forever

Pheasants Forever and Quail Forever make up the nation's largest nonprofit organization dedicated to upland habitat conservation. This community of more than 400,000 members, supporters and partners is dedicated to the protection of our uplands through habitat improvement, public access, education and advocacy. A network of 754 local chapters spread across North America determine how 100 percent of their locally raised funds are spent — the only national conservation organization that operates through this grassroots structure. Since its creation in 1982, the organization has dedicated more than \$1 billion to 567,500 habitat projects benefiting 22 million acres.