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| **Get your bake on!** | 00/00/00 |

**Join BASF and KWS in Britain’s first farming bake off**

BASF and KWS have accepted a grower’s challenge and so the first British Farming Bake Off begins on 1st November with the two companies donating to Fareshare. Fareshare, fights hunger and poverty in the UK and reduces food waste by redistributing surplus food to charities that turn it into meals; every week their efforts provide almost a million meals to vulnerable people

The competition is open to anyone. To enter, bakers should post pictures of their farming inspiredbread, cakes, biscuits, and pastries on social media for a chance to win a variety of prizes. A Kitchen Aid, a British Food Hamper and Star Baker Aprons are all up for grabs. Final entries will be judged by LEAF’s chief executive Caroline Drummond, BBC Bake Off star Paul Jagger and the farmer who kicked off the competition, Russell McKenzie.

“It all started when some of our Real Results growers were posting pictures of the biscuits we’d sent them to celebrate 20 years of consistent weed control with Crystal®,” explains Nicole Baker-Tunney, BASF’s Online Communications Officer.

“KWS had also posted pictures of some iced biscuits made with their variety KWS Firefly and Russell McKenzie made a passing comment about a bake off. The gauntlet was down, and the idea took off. Together with KWS, we’re proud to be launching the first British Farming Bake Off.”

“We’re hoping to raise awareness of the fantastic home-grown ingredients we have in the UK, from flour and sugar, to butter and eggs, while raising some money for charity and have a little fun,” she says.

“It’s a great opportunity to support a worthy charity at the same time as showcasing the best of British produce – created by our world class farming industry,” says Jasmine Hughes, Digital Marketing Manager for KWS.

The two companies are encouraging anyone that entrants to use British ingredients. To enter post a picture of your bake on Twitter, Instagram, or Facebook with the hashtag #BritishFarmingBakeoff and remember to tag both companies.

Twitter: @BASFcropUK & @KWSLtd

Instagram: @basfcrop\_uk & @kwsukltd

Facebook: @BASF.AgriculturalSolutions.GB & @KWSUKltd

The competition runs throughout November. Poll voting from 1st - 3rd December will decide on the shortlist ahead of final judging. For more information visit <https://www.agricentre.basf.co.uk/en/News-Events/Events/British-Farming-Bake-Off.html>. Donations can also be made to Fareshare via a [Just Giving](https://www.justgiving.com/fundraising/britishfarmingbakeoff21) page.

Ready. Steady. Bake!

**About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. 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](http://www.basf.com/).

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