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| **Win a trip to France with the BASF Innovation Offer** | 14/03/22 |

From seeds to baguettes, breeding, growing, milling and exports, 25 growers will have the chance to win a trip to France this November to learn more about the nation’s wheat production, R&D and plant breeding.

The trip will commence in Paris where the group will attend SIMA, one of the biggest events within the agricultural sector demonstrating technologies and solutions for high performance and sustainable agriculture.

The winners will continue their journey by visiting a range of wheat associations, focused on milling and the export market. This includes one of the largest milling groups in France to discuss their production of high-quality wheat for craft bakers, pâtissiers and retailers

Commenting on the visit, Murielle Moille, BASF Campaign Manager for Cereal Fungicide explained why it was vital the trip focused on wheat exports.

 *“Over 50% of the country’s wheat is exported, and historically the focus has been on countries outside of the European Union. With the UK leaving the EU, there will be a chance to learn more about their trade deals, markets, and customer demands.”*

Time at the Stade de France, the home of French rugby, will conclude their visits in Paris, before heading to Beauce to look at future wheat innovations.

BASF’s Hybrid Research and Development Breeding Station in France identifies novel native traits and develops new breeding processes like genomic selection. The group will learn more about the 160ha operation including a double haploid lab, greenhouses and tunnels.

Continuing the theme of research, time with Arvalis Institut du Vegetal will give the winners an overview of the applied research carried out by the organisation into cereals, potatoes, flax, tobacco and forage crops. Run and financed by farmers, it aims to develop and provide tools, techniques and services. Winners of the BASF Innovation Offer will hear first-hand about some of the new solutions available to French growers, and bring home some new ideas for their own businesses.

Other visits include:

* a trip to the BASF headquarters to discover the five division of BASF – Industry and Services, Agro (including crop protection), Coatings (paints and varnishes for automotive sector), Construction (products and systems), and Performance Materials (polyurethane systems and raw materials).
* A farm visit, located between the Seine and Loire rivers, one of France’s most productive agricultural areas.
* A visit to a French grain cooperative.

Murielle added,

*“We wanted to offer a trip that brought together innovation, science and technology, offering a fresh perspective and new solutions that can be transferable to growers here in the UK. The BASF Innovation Tour will do exactly that, and I am particularly delighted it is to my home country of France.*

*“It is also an opportunity for the group to discuss their own on-farm practices, extending our commitment to developing the Real Results Community. So, if you want to be in with a chance of winning one of the places, get scanning!”*

### To enter the BASF Innovation Offer, growers simply need to scan their cans of Revystar® XE or Tevos® using their smartphone and the BASF AgAssist app. Scanning 10 litres will guarantee a prize of a pocket-sized Maglite LED Solitaire Torch, scanning 50 litres enter them into a draw to win one of 100 Northface Rucksacks, and scanning 100 litres enters them into the draw to France.

For growers who scan 50 litres before the 30th April, they will double their chances of a prize, with 100 pairs of Philips TWS in-Ear Headphones also up for grabs.

To find out more, visit <https://on.basf.com/3HVp2Ju>

**About BASF**

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](https://www.basf.com/global/en.html).

**About BASF’s Agricultural Solutions division**

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That’s why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2018, our division generated sales of €6.2 billion. For more information, please visit [www.agriculture.basf.com](http://www.agriculture.basf.com) or any of our social media channels.