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| **News Release** | November 18, 2022 |

BASF wins award for Farming the Biggest Job on Earth campaign

BASF Agricultural Solutions has won the Crop Science Award for the “Best Public Outreach Programme” category for its public advocacy campaign, Farming, The Biggest Job on Earth. The awards were presented by S&P Global Commodity Insights and recognise excellence in the crop protection and digital agriculture industries worldwide. BASF’s podcast series, [“The Science Behind your Salad”](https://agriculture.basf.com/global/en/media/the-science-behind-your-salad.html), was a finalist in the same category.

[“Farming, The Biggest Job on Earth”,](https://agriculture.basf.com/global/en/about_us/biggest-job-on-earth.html) is a global campaign for farmers and farming which takes a stand to support farmers and by raising a greater public awareness and understanding of farming and its practices via events and storytelling.

“The campaign places farmers and farming at its core,” says Ali Milgate from BASF. “Recently we have hosted a Biggest Job on Earth fun fair stand at agricultural events, including LEAF’s Open Farm Sunday, which was visited by over 3000 people from all over the UK. The interest in farming is so strong, and it’s been heart-warming to see the level of support for farmers, fascination in how they produce our food and manage our nation’s landscapes.”

As part of its UK campaign, BASF has launched the Biggest Job on Earth podcast. Each episode takes a theme central to farming and incorporates interviews with farmers themselves and others involved in the food production supply chain.

Ali adds: “The first episode ‘Where’s your bread at’ includes interviews with Andrew Ward, who is an open and honest ambassador for farming, East Lothian farmer and miller, Angus McDowall and a third generation Lincolnshire baker, Pete Welbourn. It’s a lovely celebration and explanation of the challenges and rewards of the UK cereal harvest and the products that we make from it.”

The podcast is available on all of the podcast platforms and future episodes will share the successes and challenges that farmers face, and will demonstrate their true societal impact. Two more episodes will be launched this year – the first focuses on managing personal resilience during challenging times, the second will be a series of interviews with farmers who produce our Christmas dinner.

In 2023, Farming, The Biggest Job on Earth aims to continue to bridge the gap between farming and food and to engage with new and diverse audiences.

“We will also be partnering with LEAF to relaunch ‘Why Farming Matters’ materials,” Ali says, “which will support the teaching of primary school pupils across the UK about the science, knowledge and effort that goes into producing the food we eat.”

The Why Farming Matters pack of resources will be available for schoolteachers from January alongside free online CPD events for teachers and wider industry partners who can join our free on-farm training in the new year.

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](https://agriculture.basf.com/global/en.html) or any of our social media channels.

The transgenic soybean event in Enlist E3® soybeans is jointly developed and owned by Corteva Agriscience and M.S. Technologies L.L.C.