

Our Great Growers

Managing Risk Down On The Farm

Risk and uncertainty in agriculture are as old as agriculture itself. Due to uncertainties in weather, yields, commodity prices, government policies, land management and equipment maintenance, growers have a lot of unknowns to deal with each season.



According to a January 2015 BASF-sponsored survey of more than 200 U.S. row crop growers with operations consisting of 500+ acres.

73%

Nearly three quarters (73%) of farmers are very concerned or extremely concerned about **managing financial risk** in the upcoming growing season.

90%

Nine out of 10 (90%) growers are very concerned or extremely concerned about **commodity price fluctuation**, and about two-thirds (64%) are very concerned or extremely concerned about **yield uncertainty**.

59%

Well over half (59%) of those surveyed agree or strongly agree that **crop protection companies should partner with them in risk management**.

55%

A majority (55%) of farmers agree or strongly agree that risk sharing with a crop protection company would **give them peace of mind**.



(NAPSA)—Historians estimate agriculture began about 12,000 years ago—and farmers have been struggling with risk and uncertainty ever since. These days, however, they can get some help.

The Problem

According to a recent survey, 73 percent of farmers are very or extremely concerned about managing financial risk while 90 percent are about commodity price fluctuations. Two out of three worry about yield uncertainty.

An Answer

That's where crop insurance comes in, but crop insurance alone doesn't ease the worry. Most of the

farmers surveyed said for their own peace of mind, they want crop protection companies to partner with them in risk management.

In response, companies such as BASF Crop Protection bring together the best agronomic thinkers, practices, insights and inputs to help growers reach their maximum yield potential regardless of complications.

In fact, BASF invests \$1.5 million a day globally in research and development to help growers reach a better crop future.

Learn More

For further facts about farms, go to <http://agproducts.basf.us>.