



EMPOWERING YOUNG LEADERS.

The BASF Experience

When: Tuesday, July 21, 2026 | 10:45 a.m.-12:30 p.m. CST

Where: BASF Corporation | Research Triangle Park | 2 TW Alexander Dr | Durham, NC 27709

What: The BASF Experience offers an exclusive, behind-the-scenes look into the innovation, technology and impact driving the future of plant sciences. During this immersive session, students will rotate through interactive stations across different sectors of BASF, exploring how research, product development and technology come together to support plant sciences and producer success. Alongside BASF employees, producers will share firsthand perspectives on how BASF's products and innovations are used in real-world settings. Students will gain a holistic view of how science and production connect – seeing the full scope of how BASF supports the plant science industry from lab to farm.

Why: This unique experience allows students to explore emerging technology and innovation in plant science, engage directly with industry professionals and producers and better understand the partnerships that shape the future of the plant science industry.

How: Students will be divided into small groups and rotate between four interactive stations led by BASF employees and producers. Each station will highlight a different focus area within BASF, such as innovation and technology, research and development or product application in the field. BASF representatives will guide discussions, demonstrate new technologies and showcase the real-world impact of their work in plant science.

Your Role: As a BASF employee or producer participant, your engagement is essential to creating an impactful and interactive experience for students. You will:

- **Prepare:** Collaborate with your team to identify key topics, demonstrations or technologies to highlight at your station.
- **Engage:** Lead conversations with students, answer questions and share insights about your work and its connection to the broader plant science industry.
- **Inspire:** Encourage curiosity and share your passion for advancing plant science and helping students envision future careers in this dynamic field.

 816-472-4232

 www.agfuture.org

 11500 NW Ambassador Drive, Suite 306 Kansas City, MO 64153

