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| **News Release** | PXXX/YYe  calendar date |

BASF Nunhems to Showcase Innovative Solutions at Fruit Attraction 2024

BASF Nunhems, a leading provider of innovative crop solutions for the fruit and vegetable industry, is excited to announce its attendance at Fruit Attraction 2024, taking place on October 8-10 in Madrid.

As Naz Ahmed, Customer Marketing Specialist at BASF Nunhems, notes, "We're looking forward to showcasing our latest innovations that help farmers and professionals in the value chain deliver high-quality produce to consumers. Our solutions are designed to improve yields, reduce waste, and enhance consumer satisfaction."

At Fruit Attraction 2024, BASF Nunhems will highlight its cutting-edge offerings, from the varieties that offer disease resistance without compromising on taste such as tomatoes with resistance to Tomato Brown Rugose Fruit Virus (ToBRFV), to those that uniquely meet specific consumer demand, like SUNIONS®, which offers all the taste with no tears.

“Underpinning our breeding programmes is the idea that while we’re on different paths, we’ve one shared destination – consumer satisfaction,” explains Naz.

“It’s led to the development of: the dual use watermelons in the PREMIUM range, that retain their flavour, texture and colour whether consumed fresh or processed; lettuce and spinach varieties that are resistant to key diseases like Bremia and Fusarium, for instance; leeks renowned for inspiring confidence in their quality across the supply chain; and, our Intense tomato which don’t leak, making them ideal for slicing, dicing, or cutting as they don’t lose their shape or intense flavour.”

Visitors to the BASF Nunhems stand will have the opportunity to experience these innovative solutions firsthand and learn how they can benefit from the company’s expertise in plant breeding, crop protection, and agricultural technology.

Naz adds: "We're proud to be part of Fruit Attraction 2024, which has become a premier event for the global fruit and vegetable industry. We look forward to connecting with professionals from around the world and exploring ways to drive growth and innovation together."

For more information on BASF Nunhems' presence at Fruit Attraction 2024, please visit stand Pavillion P09 or contact us through our website, <https://www.nunhems.com/>.

**Notes to editors:**

**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**

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.