**Entries open for Rawcliffe Bridge Award for Sustainability**

Farmers working towards increased sustainability have the chance to win exclusive advice and access to experts as entries open for the 2025 Rawcliffe Bridge Award for Sustainability.

Launched in 2022 to celebrate 20 years of sustainability initiatives with the Hinchliffe family at Rawcliffe Bridge, the award celebrates the essential role farmers play in food production while recognising their commitment to environmental stewardship.

“Winning the Rawcliffe Bridge Sustainability Award has changed my life,” says the inaugural winner, Colin Chappel. “It was the first award I entered and has given me confidence, opportunities to travel and learn. It also made me constantly re-evaluate the meaning of sustainability.”

As well as receiving a commemorative plate, this year’s winners will have access to BASFs Global Sustainability experts, become members of BASF Sustainability Farming Network, and benefit from the support of the award’s partners, Andersons and The Country Trust. Winner’s will also get an all expenses paid trip to the 2026 Oxford Farming Conference (OFC).

“I’ve always wanted to go but would never have done so,” says Mat Smith, who won the award alongside his brother, Lloyd in 2023. “Some conferences attract the same voices but OFC was different. It brings together different people from inside and outside the industry – individuals I wouldn’t have otherwise come across - and offers a broader perspective on the challenges and opportunities.”

For Mat, winning the award has given him recognition, knowledge and connections. “It’s expanded our view of the industry and our network,” he says.

“I’ve just been to a Paludiculture Conference, and it was noticeable that being able to say that we’ve won an award for sustainability took the conversation to another level – it gives us credibility in discussing farming’s potential with those that are not farming’s’ natural partners.”

This year’s award acknowledges the numerous challenges farmers are facing with a focus on resilience.

“Resilience and sustainability go hand in hand. Being able to adapt and recover ensures a sustainable future,” explains BASF Sustainability Manager, Alice Johnston.

“We’re looking for farmers whose activities incorporate the three main pillars of sustainability - people, planet and profit. These can mean different things to different people, which is why we’d love to hear from anyone that’s embarking on a journey to increase the sustainability and resilience of their farm. You certainly don’t need to have ‘finished’,” she says.

Guy Prudom who was runner up in 2022 and has since been used as a case study for the North Yorkshire County Council, spoken at the Waitrose Farming Conference and a finalist of British Farming Awards, strongly advises anyone who’s thinking about entering to do it.

“There’s nothing better than being judged by your peer group,” he says. “Too often we’re isolated in what we do and there’s nobody looking over your shoulder telling you that you’ve done a good job….and it’s a great day out!”

To find out more about the award and to enter visit: <https://www.agricentre.basf.co.uk/en/Sustainability/The-Rawcliffe-Bridge-Award-for-Sustainability/>

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**About BASF’s Agricultural Solutions division**

Everything we do, we do for the love of farming. Farming is fundamental to provide enough healthy and affordable food for a rapidly growing population, while reducing environmental impacts. That’s why we are working with partners and experts to integrate sustainability criteria into all business decisions. With €944 million in 2023, we continue to invest in a strong R&D pipeline, combining innovative thinking with practical action in the field. Our solutions are purpose-designed for different crop systems. Connecting seeds and traits, crop protection products, digital tools and sustainability approaches, to help deliver the best possible outcomes for farmers, growers and our other stakeholders along the value chain. With teams in the lab, field, office and in production, we do everything in our power to build a sustainable future for agriculture. In 2023, our division generated sales of €10.1 billion. For more information, please visit [www.agriculture.basf.com](https://agriculture.basf.com/global/en.html) or our social media channels.

**About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 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 €87.3 billion in 2022. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](https://www.basf.com/global/en.html).