

A commitment to the coming generation

FRIDAY, 29 APRIL 2011 15:00 POST STAFF



Investment in the future

Our children are our future. They are curious, wide open to life's opportunities and full of hope. They need surroundings that offer them the chance to learn, play and develop into healthy adults. BASF is the world's leading chemical company: The Chemical Company. BASF is a leading global provider of nutrition solutions. Food fortification is a flagship corporate social responsibility initiative that offers BASF the opportunity to address a humanitarian challenge in an economically sustainable fashion. Through its product solutions, technical assistance, scientific capacities and partnerships with academic and public-interest organizations, BASF is engaged in programs in more than 30 developing countries that are helping local producers, the public sector and civil society to reduce Vitamin A deficiency. In particular, BASF is committed to combating Vitamin A deficiency and improving child survival by:



Exploring partnership opportunities to increase the intake of Vitamin A and increase child survival in targeted populations

Collaborating with partners to establish sustainable delivery systems which integrate Vitamin A with maternal and child health programs in developing countries

Collaborating with partners to identify areas of mutual interest in research and technology development

Collaborating with partners to promote policies and programs, overcome barriers and develop strategies to establish or expand the distribution of Vitamin A capsules, fortified foods and Vitamin A-rich foods that will contribute to the health, development and economic prosperity of populations worldwide.

BASF has therefore set up facilities, backed up by a dedicated team, to provide general and technical support for your fortification project. When developing new products, we cooperate with the food industry concerned to ensure that their requirements can be fulfilled as closely as possible. In these ways we contribute, together with our partners, to a healthy future for the world's children.

All of them.