Silvia Cifre, new director of the Division of BASF Crop Protection in Spain

2016 begins with changes in the general direction of the Division of BASF Crop Protection Spain. After a long career with the company, Silvia Cifre is replacing Miguel Suarez.

The aim of the new director in Spain, for this year is to further enhance the focus to the farmer, providing different solutions and helping, as usual, to get a greater benefit, both through strategic decisions and products.

For doing this one, Silvia considers essential to consider the different situations that affect farmers, depending both on their geographic location and the various models of intensive and extensive cultivation.

For intensive crops, Cifre intends to support the farmer so you can continue to maintain and expand its business outside Spain. Their commitment is to understand what are the biggest barriers to exports, both in terms of active substances as safety periods, using the key contact

value chain that the company owns in Europe (eg supermarkets) to ensure the recommendations made to farmers facilitate the entry of products in those countries. Also it considers important to help farmers in technological issues such as proper management of the degradation curves.

In the various field crops, the new CEO, will approach to the problems of farmers to find solutions tailored to their needs and help them improve their daily work.

Source: BASF