

BASF Kauai: Our People Make the Difference



We create chemistry



- Our employees, several of whom are Kauai natives, care deeply about their community, the farm, and the jobs they perform there.
- Our folks are involved and invested in the Kauai community. They volunteer, they teach, they coach, they judge science fairs, they present at career days...they do whatever they can to contribute to the success and well-being of local businesses, neighbors, and family.
- Our people are highly skilled. A college degree is required of full-time staff members, and several of our part-time people have education beyond high school. Everyone is well-trained for the jobs they do and takes great pride in contributing to the accomplishments of the BASF Kauai farm and the corporation's global mission of sustainability and economic success.
- BASF personnel are leaders in the community, at the forefront of civic groups such as the Rotary Club, the Kauai Workforce Investment Board and the West Kauai Business and Professional Association. BASF folks are also active in agricultural groups such as the Kekaha Agriculture Association – the cooperative partnership among seed companies and small farmers that maintains the century-old system of irrigation and drainage on the West Side – and the Hawaii Crop Improvement Association, a membership organization that supports the growth and development of the seed industry, agriculture and agricultural sciences in Hawaii through advocacy, outreach education and science-based information.
- Anytime there is a community event in Kauai, you'll see our company and our employees out there pitching in, whether it is the Fourth of July celebration, the Christmas Parade, the Farm Fair, or one of the numerous charitable events that take place throughout the year.
- BASF employees are proud to lend their expertise to educational opportunities by visiting local schools and participating in activities like the Science Olympiad competition.
- The BASF Kauai workforce is a very cohesive group, and there is very low turnover of full-time or part-time staff members, making for a true family atmosphere on the farm and impressive devotion to their duties. As one manager observed recently, "Our people care; they care about their jobs, they want to do them correctly, and they want to make sure that they're being safe when they're out here. This is a really close-knit group who care about each other."

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