

Press release

June 7, 2021

Sunup: A Revolutionary Melon Hits the Shelves

- **Similar to a cantaloupe but with a golden color skin, Sunup will impress Northern European markets with its attractive external appearance and excellent post-harvest qualities.**

Nunhem, the Netherlands – June 7, 2021- BASF is breaking new ground in the melon market with the creation of a new type of melon called Sunup. The external color of its skin is golden, and the internal flesh color is orange making it a unique proposition. The fruit itself is firm and juicy with a sweet taste as it has a high Brix value. It closely resembles a cantaloupe melon from which it inherited its netting and sutures.

“Its external color makes it more attractive to consumers,” explains Enrique Ballester, BASF's Melon Account Manager. He adds, “thanks to its ripeness indicator (*it turns from green to golden when it reaches its optimum harvesting point*) it will never disappoint in terms of flavor guaranteeing repeat purchases”. Sunup stands out further as it has excellent post-harvest properties by staying fresh for a longer time, making it a great ally against food waste on our supermarket shelves.

As part of this revolutionary concept, BASF has varieties that can be grown in Senegal, Morocco, Spain, Brazil, and Honduras, ensuring a continuous supply all year round.



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Thanks to its ripeness indicator SUNUP turns from green to golden when it reaches its optimum harvesting point

Once again BASF VS is meeting the demands of all links in the agri-food value chain. On the one hand, producers and marketers will be able to offer their customers a product with great quality all year round and on the other hand, supermarkets and distributors will have a melon that is unique, and which, thanks to its external appearance and organoleptic characteristics, will allow them to attract new consumers.



Thanks to Sunup's excellent post-harvest qualities all the value chain will contribute to reducing food waste, thus making healthy eating enjoyable and sustainable. In short, it has the qualities and characteristics necessary to become a market leader within competitive markets. It is our belief that the North West European and Scandinavian markets won't be able to resist ranging Sunup on their shelves.

*Thanks to its ripeness indicator and sweet taste
SUNUP will never disappoint in terms of flavor
guaranteeing repeat purchases*

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About BASF's Agricultural Solutions division

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That's why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil

management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2020, our division generated sales of €7.7 billion. For more information, please visit www.agriculture.basf.com or any of 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 110,000 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 is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2020. 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.

