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BASF will present an integrated farming strategy at Fruit Attraction 2026

The Oct. 6 media session in Madrid will connect Nunhems, Xarvio and biological solutions under one agri-food message.

Friday, September 18, 2026

BASF has invited reporters to a media meeting during Fruit Attraction 2026 in Madrid, where the company says it will present how it is linking seeds, biological solutions and digital agriculture to create greater value across the agri-food chain.

In an invitation distributed through Siete Agromarketing, BASF said the session will take place on Tuesday, Oct. 6, at 4 p.m. at stand 9C23 in Hall 9 of IFEMA Madrid, the venue hosting the next edition of Fruit Attraction 2026. According to the notice, the trade show is scheduled for Oct. 6 and 7.

The company said the meeting with the press will focus on the way it connects three parts of its agricultural offering: Nunhems, Xarvio and its biological solutions business. BASF described the event under the message “Connecting for greater value,” and said the presentation is intended to show how those areas work together across the wider food and farming chain.

The invitation states that journalists attending the session will be able to learn how BASF combines seeds, biological solutions and digital farming tools. In the materials sent to the media, the company framed that approach as a way to generate more value throughout the agri-food system, although it did not provide further operational details in the announcement.

The meeting is part of BASF’s planned presence at Fruit Attraction, one of the sector’s major trade fair gatherings in Madrid. The company has not yet outlined in the invitation whether additional executives, product launches or market announcements will be presented during the media session, but the wording of the notice suggests BASF intends to use the event to explain how its different agricultural businesses are being presented as a connected offer rather than as separate lines.

The references included in the invitation point to three pillars of that message. Nunhems is BASF’s seeds business, Xarvio is the company’s digital farming platform, and biological solutions refers to products aimed at crop management through biological approaches. BASF did not provide a detailed agenda in the material sent Friday, but it emphasized that the focus will be on the connection between those areas.

The company asked journalists to reserve the date and confirm attendance in advance through Siete Agromarketing. The contact information provided for confirmations was the email address comunicacion@sieteagromarketing.com and the phone number +34 640 82 35 88.

The invitation was sent in both Spanish and English. In both versions, BASF repeated the same central message: the company plans to explain at Fruit Attraction how it connects seeds, biological solutions and digital farming to create greater value across the entire agri-food chain.