



Empowering a new generation of farm safety ambassadors

Byline: Canadian Agricultural Safety Association

When it comes to safety around the farm, everyone has a role to play — even those who have yet to start school.

That notion is at the heart of the BASF Safety Scouts program, which is designed to engage children as young as three years old in farm safety and encourage them to act as safety ambassadors on their family farm.

“Fostering that safety mindset from a really young age is the ultimate goal of the program, which is hopefully something that they carry with them through life,” explains Tabetha Boot, head of communications and industry relations for BASF Agricultural Solutions Canada (BASF).

Now in its fifth year, the program was an unexpected by-product of the COVID pandemic, when BASF, a longstanding partner of the Canadian Agricultural Safety Association with safety initiatives, looked into how it could continue supporting child and youth safety on the farm given the environment at the time.

Each BASF Safety Scouts kit includes an adjustable child-sized safety vest, a customizable name pin, farm safety-themed activity booklet, a sticker sheet, and a BASF Safety Scouts membership certificate and pledge.

“Once we had the safety vest, we built on that with activities and ways for a parent or guardian to engage with a child and talk about the importance of farm safety. It was an instant hit that we have continued for the last five years,” Boot says.

Since it started, the BASF Safety Scouts program has provided 2,000 kits to farm families every year, achieving a milestone this year of 10,000 kits. And, importantly, every kit sent to farm families across Canada is provided free of charge.

“Providing the kits free of charge has been key since the start of the program,” Boot explains. “Safety is incredibly important for us at BASF, not only with our employee base but also with our partners, customers, and rural and agricultural families across the country. So, we don’t want anything to be a barrier to safety.”

The program is available for two age groups. For children ages three to six, the BASF Safety Scout role introduces them to farm safety through fun activities that serve as an “initiation” into the program. For children aged seven and up, the BASF Safety Captain title continues



to build on farm safety awareness while also introducing new responsibilities, such as setting up a "Safety Spot" (muster point) on the farm.

Though a three-year-old has limited involvement on the farm, Boot notes that starting lessons and awareness about farm safety from a young age is essential for helping children develop lifelong safety habits.

According to Canadian Agricultural Injury Reporting data, between 1990 and 2020, 435 children and youth lost their lives due to agriculture-related incidents, with children ages one to four having the highest fatality rate.

"When we look at safety data over the years, there hasn't been as much improvement in safety outcomes for children as we would like," says Boot. "This is an area where there's an opportunity to improve, which is one of the reasons why it's so important to start a culture of safety from a really young age."

While the program is designed to make learning about farm safety fun, Boot stresses this does not diminish the importance of safety. Rather, the BASF Safety Scouts program is intended to empower children to take a role in safety on the farm and encourage farm families to have open conversations about safety.

"Part of the intention behind the program is how do we help to have these conversations while making it fun and without taking away from the seriousness of safety, but elevating it to something that gets discussed as normal dialogue within the family," explains Boot.

"If a child can point out something that mom or dad or their aunt or uncle or grandparents are doing that isn't as safe as it could be or should be, that helps keep safety top of mind. It also helps keep things engaging and open as opposed to something that's punitive or a situation where, if someone comes across an issue, they hide it instead of sharing and saying 'Here's what I learned.'"

And undoubtedly, a bit of fun, interactive learning can go a long way in establishing a safer industry that protects today's kids and tomorrow's agricultural leaders.

"Here is an opportunity to make improvements and keep safety top of mind," says Boot. "This is just one of the ways that we look to help support the sustainability of the family farm."

More information about the BASF Safety Scouts program is available at casa-acsa.ca/basf-safety-scouts.

About Kids FarmSafe Week



Kids FarmSafe Week is an annual public awareness campaign hosted by the Canadian Agricultural Safety Association to promote the safety and wellness of children and youth on Canadian farms. Now in its third year, Kids FarmSafe Week takes place May 11-17, 2026, and is presented by BASF Agricultural Solutions Canada Inc. More information can be found at www.kidsfarmsafe.ca.

About the Canadian Agricultural Safety Association

The Canadian Agricultural Safety Association (CASA) is a national, non-profit organization dedicated to improving the health and safety of farmers, their families and agricultural workers. CASA is funded in part by the Sustainable Canadian Agricultural Partnership. For more information, visit www.casa-acsa.ca.

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Images:

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[BASF Safety Scout Kit](#)

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Cutline: The BASF Safety Scouts program is in its fifth year of engaging kids in learning about farm safety and encouraging them to be farm safety ambassadors. (Photo supplied by BASF Agricultural Solutions Canada)