



# 2021 Bayer PLUS Southern Horticulture Program

## PROGRAM OBJECTIVE

To reward growers for investment in Bayer's best-in-class agronomic solutions.

## PROGRAM PERIOD

The 2021 Market Year is September 1, 2020 - August 31, 2021

## QUALIFYING GROWERS

- Grower operates in Alabama, Florida, Georgia, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and/or Virginia
- Growers 2021 Market Year Purchases must meet the following criteria:
  1. A minimum of \$25,000 of Innovation Brands
  2. At least 2 Innovation Brands
  3. Minimum purchase Volumes of each Innovation Brand (*per Acre Match Rates outlined in Table A*)

## INCENTIVE\*

QUALIFYING PRODUCTS		ELEMENTS	Cash equivalent incentive based on: Innovation Brand Incentive	
<b>Innovation Brands</b>	<b>Participating Products</b>	<b>Growers qualify by purchasing:</b>	<b>Number of Innovation Brands</b>	<b>Incentive</b>
<b>Alion® Brand</b>	Absolute® Maxx Fungicide	<b>1</b> A minimum of \$25,000 of Innovation Brands	<b>2</b>	<b>5%</b>
<b>Luna® Brands</b>	Admire® Pro Systemic Protectant	<b>2</b> At least 2 Innovation Brands	<b>3</b>	<b>7%</b>
Luna Sensation® Fungicide	Aliette® WDG Fungicide	<b>3</b> Minimum purchase Volumes of each Innovation Brand ( <i>per Acre Match Rates outlined in Table A</i> )	<b>4+</b>	<b>9%</b>
Luna Experience® Fungicide	Baythroid® XL Insecticide			
Luna Tranquility® Fungicide	Flint® Extra Fungicide			
<b>Movento® Brands</b>	Leverage® 360 Insecticide			
Movento® MPC Insecticide	Oberon® 2SC Insecticide			
Movento® 240 Insecticide	Minuet® Fungicide			
<b>Sivanto® Brand</b>	Previcur® Flex Fungicide			
<b>Velum® Brands</b>	Propulse® Fungicide			
Velum® Prime Nematicide	Scala® Fungicide			
Velum® Nematicide	Serenade® ASO Fungicide			
	Serenade® Opti Fungicide			
			<b>Participating Product Incentive</b>	
			<b>Incentive</b>	<b>5%</b>
<i>Incentive calculated based on Redemption price</i>				

\*The Luna products (Sensation, Experience and Tranquility) count as one brand.  
The Movento products (240 SC and MPC) count as one brand.  
The Velum products (Prime and Velum) count as one brand.

## INNOVATION BRAND MINIMUM PURCHASE VOLUMES

For an Innovation Brand to qualify a grower must purchase enough product to treat a minimum of 50 acres (*per brand*) according to the Acre Match Rates in Table A.

**TABLE A: INNOVATION PRODUCT ACRE MATCH RATES\***

Innovation Brands	Acre Match Rates
<b>Alion® Brand</b>	5 fl oz
<b>Luna® Brands</b>	
Luna Sensation® Fungicide	4 fl oz
Luna Experience® Fungicide	6 fl oz
Luna Tranquility® Fungicide	11.2 oz
<b>Movento® Brands</b>	
Movento® MPC Insecticide	16 oz
Movento® 240 Insecticide	8 fl oz
<b>Sivanto® Brand</b>	10.5 fl oz
<b>Velum® Brands</b>	
Velum® Prime Nematicide	6.5 fl oz
Velum® Nematicide	6.5 fl oz

\*Minimum purchase volume is at the brand level not at the product level.

## PROGRAM REQUIREMENTS

- Purchases receiving incentives in this rebate offer are ineligible for incentives in other Bayer PLUS rebate offers.
- Farmers must operate in qualifying geography\* and purchase from an authorized retailer between 9/1/20 and 8/31/21.
- Growers must have at least \$500 in Bayer PLUS rebates at the time of redemption to claim incentive.
- Redemptions requested between May 1, 2021 and October 31, 2021 will be limited to 50% of the grower's estimated incentives at the time of redemption and must exceed \$500.

## PROGRAM TERMS

- Percentage rebates are based on the Bayer Redemption Price or List Price.
- All payments under this program are based on the grower data submitted by authorized retailers. Grower sales data must include Tech ID and/or Grower Loyalty ID, be submitted via approved electronic means by retailers no later than September 10, 2021 and is subject to validation (must be Valid Grower Sales).
- All incentive redemptions must be requested by and paid at the direction of the Grower.
- Redemption of incentive must be requested between May 1, 2021 and April 30, 2022 via Bayer PLUS website or Bayer Customer Interaction Center and requires validation of necessary redemption information and activation of Bayer PLUS account. Incentives not redeemed on May 1, 2022 will be automatically forfeited.

\*The Bayer PLUS Southern Horticulture program is valid in Alabama, Florida, Georgia, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia.

Visit [MyBayerPLUS.com/terms](https://www.MyBayerPLUS.com/terms) for additional program details and terms and conditions.

## PROGRAM CONDITIONS

1. BAYER CROPSCIENCE LP AND ITS AFFILIATES (“Bayer”) RESERVES THE RIGHT TO MODIFY OR WITHDRAW THIS PROGRAM OR ANY PORTION THEREOF WITHOUT PRIOR NOTICE.
2. Growers will forfeit rebates if products are resold outside of the Bayer’s authorized distribution or retail/dealer network. Only products purchased for use on Grower owned or leased land is eligible for Bayer Plus rewards. Purchases made for use on non-related farming entities cannot be consolidated to increase Bayer Plus rewards.
3. No commission, incentive, rebate, refund, discount or other promotional payment shall be paid on units of eligible products under market funding programs where the sale is made, in whole or in part, via an online electronic point of sale system unless approved by Bayer in writing.
4. Bayer reserves the final decision, in its absolute discretion, on whether purchasers are valid growers.
5. Bayer reserves for a period of three (3) years from the 2021 Marketing Year the right to audit compliance with all conditions and provisions of this program or other Bayer offers which includes, but is not limited to, an audit of retailer/dealer’s or grower’s books/records and an inspection of facilities. If retailer/dealer or grower does not have the proper documentation for the three (3) year audit term, Bayer may treat such lack of valid documentation as if the sales were invalid and not properly made and subject to payment of the cost of the audit and forfeiture of program payments.
6. Bayer reserves the right to debit future payments due or otherwise seek reimbursement if errors are discovered after payments have been issued.
7. Bayer CropScience LP registers its products in the United States in accordance with and to meet U.S. regulatory standards. Such products are sold for labelled uses only and must be used only in accordance with all label instructions. Bayer recognizes that growers and exporting entities can participate in the global export markets for their commodities. However, standards, interpretation of those standards and testing procedures can vary significantly from country to country, and are subject to change. As such, while it will strive to assist growers by providing available information, Bayer cannot guarantee that meeting U.S. residue or tolerance standards will ensure compliance with maximum residue levels (MRLs) or other standards in place in importing countries. Growers and exporting entities are responsible to educate themselves about export markets and their requirements. If a grower or exporter is concerned about meeting and MRLs for an active ingredient or related metabolite, then testing for residues should be considered as an option to ensure residue levels are compliant with applicable MRL.

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### Disclaimer Statement

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ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Movento® MPC Insecticide is only registered in Florida. Not all products are registered in all states and may be subject to use restrictions. The distribution, sale, or use of an unregistered pesticide is a violation of federal and/or state law and is strictly prohibited. Check with your local dealer or representative for the product registration status in your state. Alion®, Bayer, Bayer Cross, Luna Experience®, Luna Sensation®, Luna Tranquility®, Movento®, Movento® HL, Sivanto® and Velum® are trademarks of Bayer Group. For additional product information call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at [www.BayerCropScience.us](http://www.BayerCropScience.us). Bayer CropScience LP, 800 North Lindbergh Boulevard, St. Louis, MO 63167. ©2020 Bayer Group. All rights reserved. 1T9Q209932. R2.12.2020

