

# Bayer PLUS Southern Citrus Program

2020

## PROGRAM OBJECTIVE

To create demand for Bayer products in Citrus production and reward grower loyalty and adoption of Bayer products in the grower's production practices.

## PROGRAM PERIOD

The 2020 market year is September 1, 2019 – August 31, 2020

## QUALIFYING GROWERS

- Grower operates in Florida or Texas.
- Growers 2020 Market Year purchase(s) must meet the following criteria:
  - Minimum of 2 Innovation Products each having 100 acres in volume across the brand.
  - Minimum of \$50,000 of Innovation Products.

## INCENTIVE

QUALIFYING PRODUCTS	INCENTIVE***										
<p><b>Innovation Products</b>                      Alion® Herbicide                      Movento® Brands**                      - Movento® MPC Insecticide (Florida Only), Movento® 240 SC Insecticide (Texas Only)                      Sivanto® Brands**                      - Sivanto® HL Insecticide, Sivanto® Prime Insectide, Sivanto® 200 SL                      Velum® Prime Nematicide</p> <p><b>Participating Products</b>                      Admire® Pro Systemic Protectant                      Aliette® WDG Fungicide                      Baythroid® XL Insecticide                      Envior® 2 SC Miticide                      Flint® Extra Fungicide                      Roundup® PowerMAX                      Roundup® PowerMAX II                      Serenade® ASO Fungicide                      Serenade® Opti Fungicide</p>	<p>Cash equivalent incentive based on:</p> <p><b>Innovation Product Incentive:</b></p> <table border="1" data-bbox="982 1192 1404 1386"> <thead> <tr> <th># of Innovation Products</th> <th>Incentive*</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>5%</td> </tr> <tr> <td>3</td> <td>7%</td> </tr> <tr> <td>4</td> <td>9%</td> </tr> </tbody> </table> <p><b>Participating Product Incentive:</b></p> <table border="1" data-bbox="1104 1486 1282 1570"> <thead> <tr> <th>Incentive*</th> </tr> </thead> <tbody> <tr> <td>5%</td> </tr> </tbody> </table> <p>*Incentive calculated based on Redemption price.</p>	# of Innovation Products	Incentive*	2	5%	3	7%	4	9%	Incentive*	5%
# of Innovation Products	Incentive*										
2	5%										
3	7%										
4	9%										
Incentive*											
5%											



# Bayer PLUS Southern Citrus Program

2020

## PROGRAM PAYMENT

### INNOVATION PRODUCT INCENTIVE

Incentive determined by number of Innovation Products that meet Qualifying Purchase Minimums.

# OF INNOVATION PRODUCTS	INCENTIVE
2	5%
3	7%
4	9%

TABLE A: INNOVATION PRODUCT AND ACRE RATE	
Innovation Products	Acre Match Rates
Alion® Herbicide	5 oz
Movento® 240 SC Insecticide	8 oz
Movento® MPC Insecticide	16 oz
Sivanto® HL Insecticide	5.5 oz
Sivanto® Prime Insecticide	10.5 oz
Sivanto® 200 SL Insecticide	10.5 oz
Velum Prime Nematicide	6.5 oz

\*\* The Movento Brands (240 SC and MPC) count as one brand.

\*\* The Sivanto Brands (HL and Prime) count as one brand.

\*\*\*Incentivized purchases do not qualify for payment in any other 2020 Bayer PLUS Programming.

### PARTICIPATING PRODUCT INCENTIVE

5% on all Participating Products after Qualifying Purchase Minimums are met.

## PROGRAM REQUIREMENTS

- Purchases receiving incentives in this rebate offer are ineligible for incentives in other Bayer PLUS rebate offers.
- Growers must operate in qualifying geography\* and purchase from an authorized retailer between 9/1/2019 and 8/31/2020.
- Growers must have at least \$500.00 in Bayer PLUS rebates at the time of redemption to claim incentive.
- Redemptions requested between May 1, 2020 and October 31, 2020 will be limited to 50% of the grower's estimated incentives at the time of redemption and must exceed \$500.00.



# PLUS

## *Bayer PLUS Southern Citrus Program*

**2020**

### **PROGRAM TERMS**

- Percentage rebates are based on the Bayer Redemption Price or List Price.
- All payments under this program are based on 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 11, 2020 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, 2020 and April 30, 2021 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, 2021 will be automatically forfeited.

### **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) Grower programs are an important part of the marketing strategy for Bayer. If a grower purchases Bayer products from a source other than Bayer (or Bayer authorized retailer) Bayer retains the option to deny payment to the grower under the terms of the grower program. Only products purchased from Bayer or another Bayer authorized entity and sold to growers are eligible for grower program payment.**

**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 executed via an online electronic point of sale system unless approved by Bayer in writing.**

**4) Growers program payments will not be paid on Bayer products reimbursed for product performance. Growers will forfeit rebates if products are resold outside of Bayer’s authorized distribution or retail network.**

**5) All federal, state, or local taxes on payments received under this program are the sole responsibility of the payment recipient, and not of Bayer or its agents.**

**6) Bayer reserves the final decision, in its absolute discretion, on whether purchasers are valid growers.**

**7) Fraudulent reporting of purchase or sales information or documentation that Bayer, in its absolute discretion, believes are not made in good faith are not made in the ordinary course of business or are made with the purpose of manipulating program earnings, will be grounds for withholding or invalidating all program payments or reimbursement of any payments already made as well as immediately terminating distributor’s contract.**



## *Bayer PLUS Southern Citrus Program*

**2020**

- 8) Bayer reserves for a period of three (3) years from the 2020 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's or grower's books/records and an inspection of facilities. Any retailer or grower found to have submitted false or fraudulent information would be responsible for the cost of the program audit and forfeiture of the applicable program payments. If retailer 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.
- 9) All information provided by Bayer regarding individual program earnings is a good faith estimate of total earnings potential. Bayer will calculate actual total program earnings and payments, at its sole discretion.
- 10) Bayer reserves the right to debit future payments due or otherwise seek reimbursement if errors are discovered after payments have been issued.

### **Disclaimer Statement**

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 labeled 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 any 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 the applicable MRL.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Not all products are registered in all states and may be subject to use restrictions. Roundup PowerMAX® II is not 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.

Roundup Ready® 2 Technology contains genes that confer tolerance to glyphosate. Glyphosate will kill crops that are not tolerant to glyphosate.

Baythroid® XL and Leverage® 360 Insecticide are Restricted Use Pesticides. The distribution, sale, or use of an unregistered pesticide is a violation of federal and/or state law and is strictly prohibited. All brands are registered trademarks of Bayer Group. ©2019 Bayer Group. All rights reserved. For additional product information, please call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at [www.CropScience.Bayer.us](http://www.CropScience.Bayer.us). Bayer CropScience LP and affiliates, 800 North Lindbergh Boulevard, St. Louis, MO 63167.