



Science For A Better Life

# 2018 | Innovation Plus Cereals Grower Program



# Program Objective

Through this offer, growers will be rewarded for use of Bayer Cereals Portfolio that will help result in a sustainable integrated weed & disease management program for their cereal acres.

QUALIFYING PRODUCTS	ELEMENT	INCENTIVE
Axiom® Absolute® Maxx EverGo® Energy Gaucho® XT Huskie® Huskie® Complete Olympus® Osprey® Prosaro® Raxil® PRO MD Raxil® PRO Shield Rimfire® Max Sivanto® Prime Varro™ Wolverine® Advanced	Growers who purchase a minimum of \$10,000 <b>and</b> two qualifying products from an authorized Bayer retailer or distributor.	Once minimums are met, a cash equivalent incentive payment is made only on matched acres.  SeedGrowth - \$0.50/acre Pre-Herbicide - \$0.50/acre Post-Herbicide - \$1.00/acre Fungicide - \$1.00/acre Insecticide - \$1.00/acre

## Program Period

The 2018 market year is September 1, 2017 – August 31, 2018

## Qualifying Geography

Growers in: MT, WY, CO, KS, NE, SD, ND, MN, IA, MO, IL, IN, WI, MI, OH, WV, PA, NY, VE, MA, NH, MD, RI, DE, VE, CT, NJ, ME, OR, WA, ID

## Qualifying Growers

Growers who purchase the required minimums of Qualifying Products.

## Match Rates

Product	Match Rate (oz/acre)
EverGo® Energy	1.0 oz*
Gaucho® XT	3.4 oz*
Raxil® PRO MD	5.0 oz*
Raxil® PRO Shield	5.0 oz*
Axiom®	10.0 oz
Olympus®	0.4 oz
Huskie®	11.0 oz
Huskie® Complete	13.7 oz
Osprey®	4.75 oz
Rimfire® Max	3.0 oz
Wolverine® Advanced	27.2 oz
Varro™	6.85 oz
Absolute® Maxx	5.0 oz
Prosaro®	6.5 oz
Sivanto® Prime	4.0 oz

## Program Payouts

Matched Segments	Incentive/Acre †
<b>2 Segments:</b>	
SeedGrowth + Pre	\$ 1.00
SeedGrowth + Post	\$ 1.50
SeedGrowth + Fungicide	\$ 1.50
SeedGrowth + Insecticide	\$ 1.50
Pre + Post	\$ 1.50
Pre + Fungicide	\$ 1.50
Pre + Insecticide	\$ 1.50
Post + Fungicide	\$ 2.00
Post + Insecticide	\$ 2.00
Fungicide + Insecticide	\$ 2.00
<b>3 Segments</b>	
SeedGrowth + Pre + Post	\$ 2.00
SeedGrowth + Pre + Fungicide	\$ 2.00
SeedGrowth + Pre + Insecticide	\$ 2.00
SeedGrowth + Post + Fungicide	\$ 2.50
SeedGrowth + Post + Insecticide	\$ 2.50
SeedGrowth + Fungicide + Insecticide	\$ 2.50
Pre + Post + Fungicide	\$ 2.50
Pre + Post + Insecticide	\$ 2.50
Pre + Fungicide + Insecticide	\$ 2.50
Post + Fungicide + Insecticide	\$ 3.00
<b>4 Segments</b>	
SeedGrowth + Pre + Post + Fungicide	\$ 3.00
SeedGrowth + Pre + Post + Insecticide	\$ 3.00
SeedGrowth + Pre + Fungicide + Insecticide	\$ 3.00
SeedGrowth + Post + Fungicide + Insecticide	\$ 3.50
Pre + Post + Fungicide + Insecticide	\$ 3.50
<b>5 Segments</b>	
SeedGrowth + Pre + Post + Fungicide + Insecticide	\$ 4.00

## Program Elements

- Grower purchases required products.
- All payments under this program are paid on reporting grower data submitted by September 11, 2018 via approved electronic means.

### INSTRUCTIONS FOR RETAILERS TO SUBMIT GROWER DATA

<https://www.yourdatadimensions.com>

Customer Support: 1-800-901-0012

Data Dimensions User Guide

<https://www.yourdatadimensions.com/UserGuide/UserGuide.pdf>

- Bayer will award points to growers on validated, qualified purchases as reported by participating retailers. Points are valued at \$0.05 each.
- Grower Redemption of Innovation Plus points for cash or merchandise upon request after November 16, 2018 via Innovation Plus website or Bayer Customer Interaction Center.
- Points that are not redeemed will expire automatically on January 31<sup>st</sup> of the 2<sup>nd</sup> calendar year following the invoice date.

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## Program Conditions

1. 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 BCS PRODUCTS FROM A SOURCE OTHER THAN BAYER (OR BAYER AUTHORIZED RETAILER) BCS 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. GROWER PROGRAM PAYMENTS WILL NOT BE PAID ON BAYER PRODUCTS REIMBURSED FOR PRODUCT PERFORMANCE.
3. ALL FEDERAL, STATE, OR LOCAL TAXES ON PAYMENTS RECEIVED UNDER THIS PROGRAM ARE THE SOLE RESPONSIBILITY OF THE PAYMENT RECIPIENT, AND NOT OF BAYER, ITS PARENT COMPANY, OR ITS AGENTS. FRAUDULENT REPORTING OF SALES INFORMATION OR DOCUMENTATION WILL BE GROUNDS FOR WITHHOLDING OR INVALIDATING ALL PROGRAM PAYMENTS OR REIMBURSEMENT OF ANY PAYMENTS ALREADY MADE. BAYER RESERVES THE RIGHT USING BAYER AUDITORS OR AN INDEPENDENT AUDITING FIRM TO VERIFY ALL CLAIMS FOR PAYMENTS UNDER THIS PROGRAM, AND IN MATTERS OF DISCREPANCY, RESERVES THE RIGHT OF FINAL DECISION. BAYER RESERVES THE RIGHT TO DEBIT FUTURE PAYMENTS DUE OR OTHERWISE SEEK REIMBURSEMENT IF ERRORS ARE DISCOVERED AFTER PAYMENTS HAVE BEEN ISSUED.



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