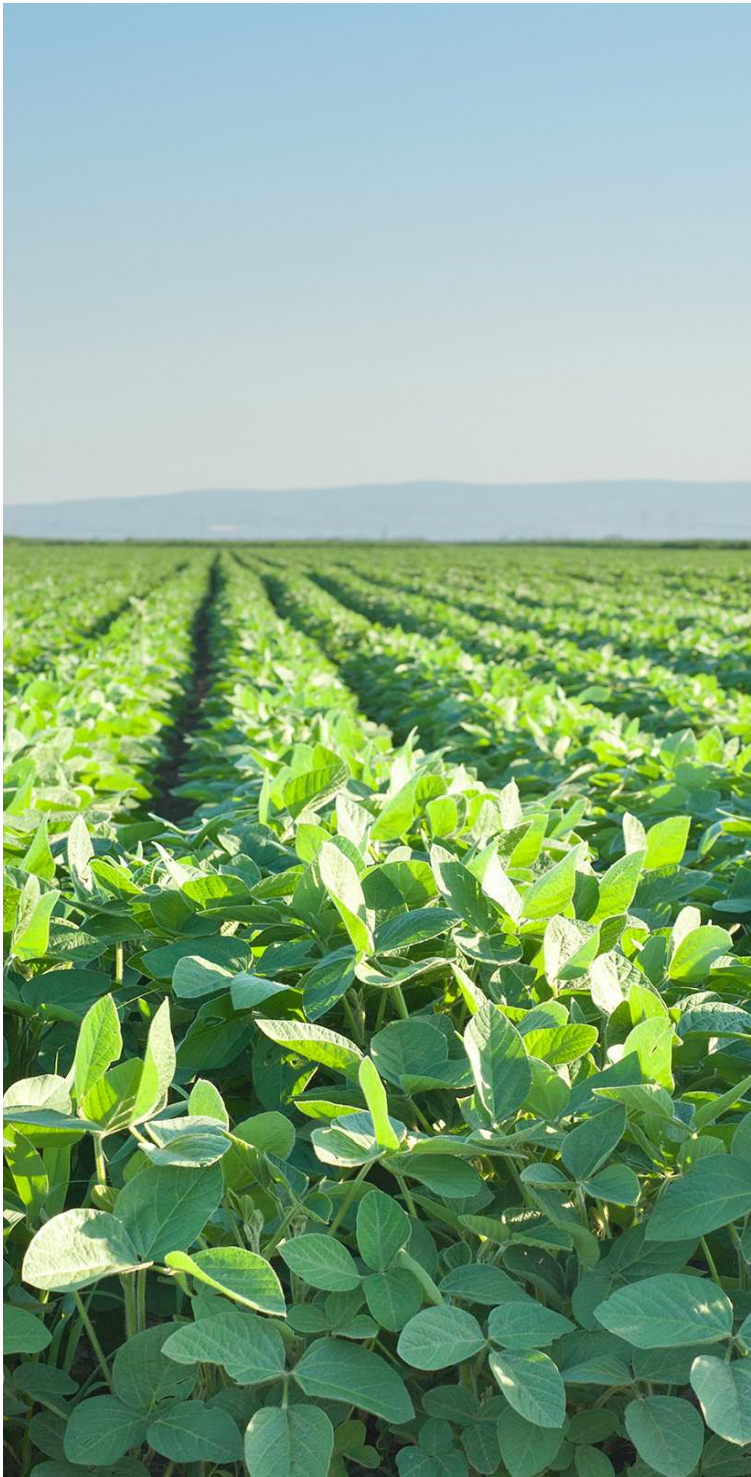




Science For A Better Life

# 2018 | Innovation Plus Liberty/LibertyLink<sup>®</sup> Grower Residual Program



# Program Objective

Provide agronomic based weed control solutions with Liberty in LibertyLink Soybean and Cotton crops.

QUALIFYING BAYER PRODUCTS	ELEMENT	INCENTIVE
LibertyLink Stoneville® Cotton seed  LibertyLink Fibermax® Cotton seed  LibertyLink® Soybeans  Liberty® Herbicide	<p>Growers purchase a minimum of 10 units of LibertyLink Stoneville or LibertyLink Fibermax Cotton seed or 50 units of LibertyLink soybeans and 11.3 gallons of Liberty Herbicide <b>AND</b> the qualifying match rate of Residual Herbicide products through an authorized Dealer or Distributor for use during the 2018 growing season.</p> <p>Once minimums are met, payments are only made on matched acres.</p> <p>Unit is defined as:</p> <ul style="list-style-type: none"> <li>soybean = 140,000 seeds</li> <li>cotton = 220,000 seeds</li> </ul>	When minimums are met, growers will receive a cash equivalent rebate from Bayer for each acre of LibertyLink seed purchased that is matched to Liberty herbicide <b>and</b> the qualifying match rate of a Residual Herbicide products:

RESIDUAL HERBICIDE QUALIFYING SOYBEAN PURCHASES		
Valent Products	Incentive Acre (Rate/ac for Valent Products)	Incentive (\$/Incentive Acre)
Valor® SX Herbicide	2 oz	\$1.00
Valor® EZ Herbicide	2 fl oz	\$2.00
Valor® XLT Herbicide	3 oz	\$2.00
Fierce® Herbicide	3 oz	\$2.00
Fierce® XLT Herbicide	4 oz	\$2.00
Fierce® Herbicide MTZ Co-Pack	1 case treats 64 acres	\$2.00

RESIDUAL HERBICIDE QUALIFYING COTTON PURCHASES		
Valent Products	Incentive Acre (Rate/ac for Valent Products)	Incentive (\$/Incentive Acre)
Valor® SX Herbicide	2 oz	\$1.00
Valor® EZ Herbicide	2 fl oz	\$2.00

## Program Period

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

## Qualifying Growers

Growers who purchase the required minimums of Fibermax or Stoneville LibertyLink cotton seed or LibertyLink soybeans seed and Liberty herbicide with the use of a Residual herbicides through an authorized Dealer or Distributor for use on cotton or soybeans during the 2018 growing season.

All seed containing Bayer trait technology (i.e. LibertyLink) must be sold to Growers who have a duly executed Bayer Grower Technology Licensing Agreement and license number prior to taking delivery of the seed.

## 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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