



Science For A Better Life

2018 | Innovation Plus: Southern Row Crop Portfolio Program



Program Objective

To create demand for multi-brand consumption of the Bayer Cotton, Soybean, Corn, Rice, Sorghum, Wheat & Peanut product portfolio, while building grower loyalty to Bayer solutions, and to incentivize growers to use the LibertyLink® system.

QUALIFYING PRODUCTS

TABLE A

Herbicides

Autumn™ Super Huskie®
 Axiom® Laudis®
 Balance® Flexx Osprey®
 Capreno® Olympus®
 Corvus® Scoparia™
 DiFlexx® Ricestar®
 DiFlexx® Duo

Fungicides

Absolute® Provost® Opti
 Absolute® Maxx Proline®
 Delaro® Stratego®
 Prosaro® Stratego® YLD
 Propulse®

Insecticides

Admire® Pro Sivanto® Prime
 Baythroid® XL Velum® Prime
 Leverage® 360 Velum® Total
 Oberon® 4SC

Harvest Aids / PGR

Finish® Pro Stance®
 Ginstar®

Seed Treatment

Aeris®
 Trilex® Advanced

TABLE B

Seeds

Credenz®
 FiberMax®
 Stoneville®

TABLE C

Non-Selective Herbicide

Liberty®

INCENTIVE OPPORTUNITY 1

ELEMENTS

Growers are enrolled in the program by the Bayer sales rep by June 1, 2018.

Enrolled growers will qualify for the Incentive Opportunity 1 by:

1. Purchasing at least 2 of the qualifying products from Table B and/or C at a minimum of \$1,000 per qualifying product.
2. Purchasing a minimum of \$25,000 of the qualifying products from Table B and/or C.

Enrolled growers will qualify for LibertyLink System Bonus* by:

1. Purchasing minimum of 50 units of Stoneville and/or FiberMax Cotton seed and purchase 125 gal of Liberty herbicide. (64 fl oz Liberty/acre)
2. Purchasing minimum of 250 units of Credenz and/or Non- Credenz LibertyLink Soybeans and purchase 62.5 gal of Liberty herbicide. (32 fl oz Liberty/acre)

*LibertyLink System Bonus paid on matched seed units and Liberty gallons.

INCENTIVE

Qualifying Product Portfolio:

Cash equivalent incentive based on the following:

Incentive Opportunity 1
3%**

LibertyLink System Bonus:

Cash equivalent incentive based on the following:

FiberMax & Stoneville Cotton
\$40 /seed unit*

Credenz Soybean
\$2 /seed unit*

Non-Credenz LibertyLink Soybean
\$1 /seed unit***

**Incentive is calculated based on distributor price.

*** Not eligible for 3% incentive.

INCENTIVE OPPORTUNITY 2

ELEMENTS	INCENTIVE												
<p>Growers are enrolled in the program by the Bayer sales rep by June 1, 2018.</p> <p><u>Enrolled growers will qualify for Incentive Opportunity 2 by:</u></p> <ol style="list-style-type: none"> 1. Purchasing at least 2 of the qualifying products from Table A, B, and/or C at a minimum of \$1,000 per qualifying product. 2. Purchasing a minimum of \$25,000 of the qualifying products from Table A, B, and/or C. <p><u>Enrolled growers who qualify for Incentive Opportunity 2 will qualify for the Fungicide Bonus by:</u></p> <ol style="list-style-type: none"> 1. Purchasing minimum of 2.5 gallons of Stratego® YLD or Absolute® Maxx or Delaro® or Proline®. 	<p><u>Qualifying Product Portfolio:</u> Cash equivalent incentive based on the following:</p> <div style="text-align: center; border: 1px solid black; margin: 10px auto; width: 80%; padding: 5px;"> <table style="width: 100%; border-collapse: collapse;"> <tr style="background-color: #003366; color: white;"> <th style="padding: 2px 10px;">Incentive Opportunity 2</th> </tr> <tr> <td style="text-align: center; padding: 5px;">3%**</td> </tr> </table> </div> <p><u>Fungicide Bonus:</u></p> <table border="1" style="margin: 10px auto; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #003366; color: white;"> <th style="padding: 5px;">Product</th> <th style="padding: 5px;">Incentive</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Stratego YLD</td> <td style="padding: 5px;">\$70/gal</td> </tr> <tr> <td style="padding: 5px;">Absolute Maxx</td> <td style="padding: 5px;">\$23/gal</td> </tr> <tr> <td style="padding: 5px;">Delaro</td> <td style="padding: 5px;">\$16/gal</td> </tr> <tr> <td style="padding: 5px;">Proline</td> <td style="padding: 5px;">\$128/gal</td> </tr> </tbody> </table> <p style="font-size: small; margin-top: 20px;">**Incentive is calculated based on distributor price.</p>	Incentive Opportunity 2	3%**	Product	Incentive	Stratego YLD	\$70/gal	Absolute Maxx	\$23/gal	Delaro	\$16/gal	Proline	\$128/gal
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Product	Incentive												
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Program Period

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

Qualifying Growers

- Growers must be enrolled by a Bayer sales representative and meet the purchase requirements outlined in qualifying purchase.
- Growers purchasing seed MUST have a current executed Bayer Grower Trait Agreement in their name.
- Growers must reside in the defined geography to be eligible. (See geographic details)

Qualifying Purchase

- For Incentive Opportunity 1: Purchase at least 2 of the qualifying products in Table B and/or C for a minimum of \$1,000 per qualifying product, and purchase a minimum of \$25,000.
- For Incentive Opportunity 2: Purchase at least 2 of the qualifying products in Table A, B, and/or C for a minimum of \$1,000 per qualifying product, and purchase a minimum of \$25,000.
- Qualifying Product Portfolio incentive of 3% will only be applied once per qualifying product.
- Non-Credenz LibertyLink Soybean Traits will be valued at \$50/bag equivalent for program qualification purposes, but will not receive the 3% incentive.

Program Elements

- Grower purchases required products.
 - All payments under this program are paid on retailer reported grower data submitted by September 10, 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 authorized 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 31st of the 2nd calendar year following the invoice date.
- Product purchases that earn an award in another Innovation Plus program may not be eligible to earn an award in this program. Product purchases will be applied to the program in which the grower receives the greatest benefit.

Incentive Opportunities (1 & 2) & LibertyLink System Bonus Qualifying Geography

States of: ALABAMA, ARKANSAS, FLORIDA, GEORGIA, KANSAS*, KENTUCKY, LOUISIANA, MISSISSIPPI, NEW MEXICO, NORTH CAROLINA, OKLAHOMA, SOUTH CAROLINA, TENNESSEE, TEXAS

Counties of MISSOURI: BOLLINGER, BUTLER, CAPE GIRARDEAU, DUNKLIN, MISSISSIPPI, NEW MADRID, PEMISCOT, SCOTT, STODDARD, WAYNE

Counties of VIRGINIA: AMELIA, APPOMATTOX, BEDFORD, BEDFORD CITY, BLAND, BRISTOL, BRUNSWICK, BUCHANAN, CAMPBELL, CARROLL, CHARLES CITY, CHARLOTTE, CHESAPEAKE CITY, CHESTERFIELD, CLIFTON FORGE CITY, COLONIAL HEIGHTS CITY, CUMBERLAND, DANVILLE CITY, DICKENSON, DINWIDDIE, EMPORIA CITY, FLOYD, FRANKLIN, FRANKLIN CITY, GALAX CITY, GILES, GRAYSON, GREENSVILLE, HALIFAX, HAMPTON CITY, HENRICO, HENRY, HOPEWELL CITY, ISLE OF WIGHT, JAMES CITY, LEE, LUNENBURG, LYNCHBURG CITY, MARTINSVILLE CITY, MECKLENBURG, MONTGOMERY, NEW KENT, NEWPORT NEWS CITY, NORFOLK CITY, NORTON CITY, NOTTOWAY, PATRICK, PETERSBURG CITY, PITTSYLVANIA, POQUOSON CITY, PORTSMOUTH CITY, POWHATAN, PRINCE EDWARD, PRINCE GEORGE, PULASKI, RADFORD CITY, RICHMOND CITY, ROANOKE, ROANOKE CITY, RUSSELL, SALEM, SCOTT, SMYTH, SOUTHAMPTON, SUFFOLK CITY, SURRY, SUSSEX, TAZEWELL, VIRGINIA BEACH CITY, WASHINGTON, WILLIAMSBURG CITY, WISE, WYTHE, YORK

*Kansas is only eligible for Incentive Opportunity 1.

Program Conditions

1. BAYER RESERVES THE RIGHT TO MODIFY OR WITHDRAW THIS PROGRAM OR ANY PORTION THEREOF WITHOUT PRIOR NOTICE AT ANY TIME.
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. 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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