



Bayer CropScience



National

Cotton

Corn

Cereals

Soybeans

Sugarbeets

Peanuts

Potatoes

Horticulture

Rice

Tree, Nut & Vine

Other

2013 Innovation Plus Corn Program

For Growers

PROGRAM INTENT

Through this offer farmers will be rewarded for use of the Bayer CropScience Corn Selective Herbicides and Stratego YLD which can help preserve yield, improve harvestability, and encourage integrated weed management practices.

QUALIFYING PRODUCTS	ACTIVITY	INCENTIVE
Balance Flexx, Capreno, Corvus, Laudis Matching fungicide brand: Stratego YLD	Corn growers purchase 250 Acres of one of the following: Balance Flexx, Capreno, Corvus or Laudis herbicides AND 250 Acres of Stratego YLD from Authorized Bayer Retailer Once minimums are met, payments are only made on matched acres. Sales to growers are reported electronically to DATA DIMENSIONS™ by retailer by September 10, 2013 to qualify grower purchases for payment.	Corn growers who purchase and apply the qualifying volumes of BCS corn selective herbicides AND Stratego YLD fungicide will receive a cash equivalent rebate from Bayer CropScience as follows: <ul style="list-style-type: none"> • Balance Flexx- \$1.50/ac • Corvus- \$2.50/ac • Capreno- \$1.50/ac • Laudis- \$2.00/ac In cases where herbicide acres exceed Stratego YLD acres, payment on matched acres will be calculated in descending order of incentive value.

PROGRAM PERIOD

Market Year – 9/1/2012 to 8/31/2013

QUALIFYING GROWERS

Corn growers who purchase and apply Balance Flexx, Capreno, Corvus or Laudis herbicides on a minimum of 250 acres along with Stratego YLD fungicide.

MATCH RATES

Product	Rate/ac
Balance Flexx	4.0 oz
Corvus	5.6 oz
Capreno	3.0 oz
Laudis	3.0 oz
Stratego YLD	4.0 oz

QUALIFYING PURCHASE

• Growers must purchase minimum volumes of one or more of the following:

(1) 7.5 gallons of Balance Flexx, 6 gallons of Capreno, 10 gallons of Corvus or 6 gallons of Laudis herbicides

AND

(2) 7.5 gallons of Stratego YLD.

PROGRAM ELEMENTS

- Grower purchases qualifying products.
- Proof of grower purchase for qualifying Bayer CropScience products must be provided by Retailer to DATA DIMENSIONS™ by September 10, 2013.
- Bayer CropScience will award points to growers on validated, qualified purchases as reported by participating retailers. Points valued at \$0.05 each.
- Grower Redemption of Innovation Plus points for cash or merchandise upon request after November 18, 2013 via Innovation Plus website or Bayer Customer Interaction Center.
- Points that are not redeemed will expire automatically on Jan. 31 of the 2nd Calendar year following the invoice date.

PROGRAM CONDITIONS

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

Grower programs are an important part of the marketing strategy for Bayer CropScience. If a Grower purchases BCS products from a source other than Bayer CropScience (or Bayer CropScience authorized retailer) BCS retains the option to deny payment to the Grower under the terms of the Grower Program. Only Products purchased from Bayer CropScience or another Bayer CropScience 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.

All federal, state, or local taxes on payments received under this program are the sole responsibility of the payment recipient, and not of Bayer CropScience, 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 CropScience reserves the right using Bayer CropScience 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 CropScience reserves the right to debit future payments due or otherwise seek reimbursement if errors are discovered after payments have been issued.