



Bayer CropScience



National

- Cotton
- Corn
- Cereals
- Sugarbeets
- Peanuts
- Potatoes
- Horticulture
- Rice
- Tree, Nut & Vine
- Other



2013 Innovation Plus LibertyLink Cotton/Soybean/Canola Link-Up Grower Offer

PROGRAM OBJECTIVE

Because of the LinkUp Program, the use of Liberty herbicide will be supported for LibertyLink cotton and/or LibertyLink soybeans and/or InVigor canola.

QUALIFYING PRODUCTS	ACTIVITY	INCENTIVE
<ul style="list-style-type: none"> • LibertyLink Cotton Seed • LibertyLink Soybean Seed • InVigor Canola Seed 	<ul style="list-style-type: none"> • Growers purchase a minimum of 150 acres of LibertyLink cotton seed and/or LibertyLink soybean seed and/or InVigor canola seed. • Grower must order seed by Feb 1, 2013. • Growers' orders and purchases must be reported by retailers or by licensee soybean seed companies to DATA DIMENSIONS™ 	<p>Growers who purchase a minimum of 150 acres of LibertyLink cotton seed and/or LibertyLink soybeans and/or InVigor canola seed will receive a cash equivalent rebate from Bayer CropScience as follows:</p> <ul style="list-style-type: none"> • LibertyLink cotton seed: \$30/unit • LibertyLink soybean seed: \$5/unit • InVigor canola seed: \$30/unit <p>(Acre qualification basis is 1 soy unit=1 acre and 1 cotton unit=5 acres and 1 canola unit=10 acres) (Unit is defined as: soybean = 140,000 seeds, cotton = 220,000 seeds and canola = 50 pounds of seed)</p>

PROGRAM PERIOD

Market Year 9/1/2012- 8/31/2013

QUALIFYING GROWERS

All growers who purchase LibertyLink cotton seed and/or LibertyLink soybean seed and/or InVigor canola seed for planting on a minimum of 150 acres in the 2013 crop year.

QUALIFYING PURCHASE

Growers must purchase a minimum of 150 acres of LibertyLink cotton seed and/or LibertyLink soybean seed and/or InVigor canola seed (30 bags of LibertyLink cotton seed, 150 bags of LibertyLink soybean seed, 15 bags of InVigor canola seed)

All LibertyLink seed must be purchased by Growers who have a duly executed Bayer Grower Trait Licensing Agreement and license number prior to taking delivery of the seed.

PROGRAM ELEMENTS

- Proof of grower purchase for LibertyLink cotton seed and/or LibertyLink soybean seed and/or InVigor canola seed must be provided electronically by retailer or licensee soybean seed company to DATA DIMENSIONS™ by August 31, 2013.
- Bayer CropScience will award points to growers on validated, qualified purchases as reported by participating retailers or licensee soybean seed companies. Points valued at \$0.05 each.
- Grower Redemption of Innovation Plus points for cash or merchandise upon request after November 19, 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.