

MAXIMIZE YOUR REWARDS

4 SEGMENTS FOR SAVINGS

Save on your Bayer product purchases with 4 Segments: Traits, Herbicides, Insecticides/Emesto Silver and Fungicides.

SEGMENT MULTIPLIER BONUS

Meet the purchase requirements for any two Segments and **save 2%** **OR** three Segments and **save 3%** (on qualifying products).

SAVE AN ADDITIONAL 1% FOR CLIMATE FIELDVIEW™ PLATFORM **OR** MINIMUM \$75,000 IN CROP PROTECTION PURCHASES⁷

For complete offer details, please visit cropsience.bayer.ca/BayerValue

Bayer cares about the future of your farm. By taking action against weed resistance today and minimizing the spread of glyphosate resistant weeds, you can get rewarded.

To learn more about herbicide resistance visit: MixItUp.ca



NEW 2020 MIX IT UP™ REWARDS Buy a minimum of 100 acres of Trait ⁴		
ELIGIBLE PRODUCTS	COMPANY	REWARD ^{10*}
BIFECTA™	NUFARM®	\$1/AC
BLACKHAWK®	NUFARM®	\$1/AC
FIENCE®	NUFARM®	\$2/AC

^{*} Maximum payment per Eligible Product limited to matching number of Trait acres.



JOIN THE 2020 BAYERVALUE EAST REWARDS PROGRAM

If you were registered in the BayerValue™/Hot Potatoes® Rewards Program in 2019, you are automatically re-registered for the Program for 2020. Otherwise, you have your choice of three different sign-up options:

- // Phone us at 1 888-283-6847
- // Visit cropsience.bayer.ca/BayerValue
- // Talk to your local retailer



EAST REWARDS PROGRAM

MORE CHOICES. MORE SAVINGS

2020



REWARDS. FROM SEED TO HARVEST.

SEGMENT 1		SEGMENT 2		SEGMENT 3		SEGMENT 4		ADDITIONAL PAYMENT PRODUCTS ⁶	
TRAITS ^{3,4} (Min. of two corn hybrids or 2 soy varieties or one of each required)	% SAVINGS (Min. of 100 acres)	HERBICIDES	% SAVINGS (With min. of \$1,500/brand or brand group) ⁵	INSECTICIDES / EMESTO SILVER	% SAVINGS (With min. of \$1,500/brand or brand group) ⁵	FUNGICIDES	% SAVINGS (With min. of \$1,500/brand or brand group) ⁵		
RR2Y SOY RR2 CORN	+3%	SENCOR [®] 75DF ⁶ SENCOR 480 ⁶	+1%	SIVANTO [®] PRIME	+1%	LUNA SENSATION [®]	+1%	ADMIRE [®] ALION [®] BETAMIX [®] BUCTRIL [®] M CALYPSO [®] CONCEPT [®] ENVIDOR [®] ETHREL [®] FLINT [®] NORTRON [®] SC	OBERON [®] PARDNER [®] PRIWEN [®] PUMA [®] ADVANCE SCALA [®] SERENADE [®] SOIL SERENADE OPTI VELOCITY M3 VARRO [®]
		XTENDIMAX [®] WITH VAPORGRIP [®] TECHNOLOGY	+1%			ALIETTE [®]	+2%		
OR		CONVERGE [®] XT ⁹ VIOS [®] G3 OPTION [®] L	+2%	PROLINE [®]	+2%				
		RR2X SOY SMARTSTAX [®] CORN VT2P CORN TRECEPTA [®] CORN	+4%	INFINITY [®] INFINITY FX	+2%	STRATEGO [®] PRO	+2%		
SENCOR STZ	+2%			PROSARO [®] XTR	+2%				
		ROUNDUP XTEND [®] WITH VAPORGRIP [®] TECHNOLOGY	+2%	DECIS [®] 5EC	+1%	PROPULSE [®]	+2%		
				EMESTO [®] SILVER	+4%	LUNA TRANQUILITY [®]	+3%		
						VELUM [®] PRIME	+4%		
SEGMENT % SAVINGS:		SEGMENT % SAVINGS:		SEGMENT % SAVINGS:		SEGMENT % SAVINGS:			



SAVE UP TO 16% ON PARTICIPATING PRODUCTS

Innovative solutions from seed to harvest let you get the most out of your season. New technologies and more products than ever let you get the most rewards for choosing the best products for your farm.

For more information call 1 888-283-6847 or visit cropscience.bayer.ca/BayerValue

TOTAL SAVINGS CALCULATOR		
SUM OF % SAVINGS Add together total % savings from each Segment	SEGMENT % TOTAL	
BONUS FOR CLIMATE FIELDVIEW™ ⁷ OR BONUS FOR MIN \$75,000 IN CROP PROTECTION Requires min. of 2 Segment qualification for payments.	+1%	
BONUS FOR 2 SEGMENTS	+2%	
BONUS FOR 3 SEGMENTS	+3%	
GRAND TOTAL SAVINGS ⁸ Paid on all eligible products ¹¹	5% MIN 16% MAX	

PROGRAM AND LEGAL DETAILS:

1. Grower must be registered with and comply with all terms and conditions of the 2020 BayerValue™ East Rewards Program and the Mix It Up™ Program (also, collectively the "2020 BayerValue East Rewards Program" or "Program") and the BayerValue Rules. Growers must be registered by May 1, 2020 to be Eligible for the Program. Full terms and conditions and the BayerValue Rules are found at <https://www.cropscience.bayer.ca/BayerValue> or by calling the Rebate Fulfillment Centre at 1 888-283-6847.

2. Important terms and conditions to review online include: application of Program to Eastern Canadian growers, suggested retail price ("SRP") based rewards calculations, deemed eligible product rates for acreage requirements, grower consents respecting collection, use and disclosure of personal information and use of commercial electronic messages and proof of purchase.

3. References to RR2Y, RR2 Corn, RR2X, SmartStax and VT2P are abbreviations for Roundup Ready 2 Yield[®] soybeans, Roundup Ready[®] Corn 2, Roundup Ready 2 Xtend[®] soybeans, SmartStax[®] RIB Complete[®] corn and VT Double Pro[®] RIB Complete[®] corn.

4. Eligible Traits products for the Program are: Roundup Ready[®] Corn 2, VT Double Pro[®] RIB Complete[®] corn, SmartStax[®] RIB Complete[®] corn, Trecepta[®] RIB Complete[®] corn, Roundup Ready 2 Yield[®] soybeans and Roundup Ready 2 Xtend[®] soybeans from the following qualifying corn and/or soybean brands or companies in Canada – Country Farm Seed Ltd., Croplan[®], DEKALB[®], ELITE, Legend Seeds Canada, MaizeX Seeds, PICKSEED, Pride Seeds, Prograin, PROSeeds (Sevita International) and SeCan. A minimum of 100 acres of Traits products must be purchased in order to qualify for Traits Segment. Further, within Traits Segment a minimum of at least two corn hybrids or two soybean varieties or one of each is required to be purchased for the 3% or 4% rewards (not required for the Mix It Up Program). If qualified for Traits segment and at least 100 acres of Traits are RR2X Soy, SMARTSTAX[®] Corn, VT2P Corn, and/or TRECEPTA[®] Corn then grower will be rewarded 4% savings, if not grower will be rewarded 3% savings. Traits Segment is for qualification only and rewards are not paid on Traits products and Traits products do not contribute to Min. \$75,000 in Crop Protection Bonus ("\$75,000 Bonus") qualification. Traits products are calculated at a deemed 2.7 acres per corn bag and 0.74 acres per soy bag.

5. Within each Segment, there are identified sub-Segments for which specified % savings are possible. A minimum of \$1,500 SRP purchases of a brand or brand segment within a sub-Segment is required to qualify for the applicable sub-Segment % savings. Once a sub-Segment % savings is achieved, that % savings can be applied to all qualifying purchases. Within each Segment, once a minimum of \$1,500 SRP purchases per Segment are made (any combination of brands) all product purchases within that Segment qualify for accumulated saving from sub-Segment savings, Segment Bonus savings and the Bonus for Climate FieldView™ ("FieldView Bonus") or \$75,000 Bonus (subject to minimum and maximum savings identified herein). Notwithstanding the above, purchases of Sencor[®] 75DF and Sencor[®] 480 do not qualify for any savings within the Program.

6. Additional Payment Products do not contribute to % savings but do contribute to \$75,000 SRP savings qualification for the \$75,000 Bonus. Each Additional Payment Product will be paid Grand Total Savings if such product has at least \$1,500 of SRP purchases made by the grower.

7. In order to receive an additional FieldView Bonus, grower must have an active Climate FieldView™ platform account on September 30th, 2020 and there must be data streamed, created, or uploaded into the account between October 1st, 2019 and September 30th, 2020. In order to receive the \$75,000 Bonus, grower must purchase a minimum \$75,000 SRP in crop protection products identified in the Program (including Additional Payment Products). Further, a minimum of qualification in two Segments is required to qualify for either the FieldView Bonus or \$75,000 Bonus. Grower can only receive a maximum 1% bonus regardless of qualifying under the FieldView Bonus and \$75,000 Bonus.

8. Minimum savings level of 5% must be achieved for any payment under, and there is a capped maximum of 16% payment on, the Program regardless of the cumulative savings calculated.

9. Converge[®] Flexx qualifies as a herbicide in Quebec.

10. Mix It Up™ Program payment products require a minimum purchase of 100 acres of Trait for payment. Each of BlackHawk[®], Bifecta[®] and Fierce[®] herbicides will be paid up to the matching corn and/or soybean Trait product acres purchased.

11. Admire[®], Aliette[®], Alion[®], Bayer[®], Bayer Cross, BayerValue™, Betamix[®], Buctril[®] M, Calypso[®], Concept[®], Converge[®], Decis[®], Emesto[®], Envigor[®], Ethrel[®], Flint[®], Infinity[®], Luna Sensation[®], Luna Tranquility[®], Movento[®], Nortron[®], Oberon[®], Option[®], Pardner[®], Priwen[®], Proline[®], Propulse[®], Prosaro[®], Puma[®], Scala[®], Sencor[®], Serenade[®], Sivanto[®], Stratego[®], Varro[®], Velocity, Velum[®] and Vios[®] are trademarks of the Bayer Group or its licensors. Insect control technology provided by Vip3A is utilized under license from Syngenta Crop Protection AG. DEKALB[®], RIB Complete[®], Roundup Ready 2 Technology and Design™, Roundup Ready 2 Xtend[®], Roundup Ready 2 Yield[®], Roundup Ready[®], Roundup Xtend[®], SmartStax[®], Trecepta™, VaporGrip[®], VT Double PRO[®] and XtendiMax[®] are trademarks of Bayer Group, Monsanto Canada, ULC licensee. FieldView™ is a trademark of The Climate Corporation. Agrisure Viptera[®] is a registered trademark of a Syngenta group company. Used under license. LibertyLink[®] and the Water Droplet Design are trademarks of BASF. Used under license. Herculex[®] is a registered trademark of Dow AgroSciences LLC. Used under license. BlackHawk[®] and Bifecta™ are registered trademarks of Nufarm Agriculture Inc. Fierce[®] is a registered trademark of Valent U.S.A. LLC. All other tradenames and trademarks are the tradenames and trademarks of their respective owners.

12. ALWAYS FOLLOW GRAIN MARKETING AND ALL OTHER STEWARDSHIP PRACTICES AND PESTICIDE LABEL DIRECTIONS. Details of these requirements can be found at <https://traits.bayer.ca/en/product-legal/>.

13. Bayer CropScience Inc. is a member of CropLife Canada. © 2019 the Bayer Group. All rights reserved.