



BAYERVALUE™ EAST REWARDS PROGRAM

Social Media Kit



2023 Program





Purpose



- We've designed a social kit for the 2023 BayerValue™ East Rewards Program
- The intent of this social kit is to provide the tools to make it easy to create social content for your handles
- This kit includes key messaging, hashtags and digital assets that you can incorporate into your social posts to identify and encourage savings opportunities for your growers as part of the BayerValue East Rewards Program



How to Support the Brand



- Share tweets on your Twitter account supporting the BayerValue™ East Rewards Program:
 - Use established language and hashtags provided in this deck to keep consistency across all platforms
 - Download and utilize BayerValue assets across platforms by accessing the social assets on Traits.bayer.ca/en/Social-Kits
- Engage with [@BayerTraitsCA](https://twitter.com/BayerTraitsCA) on Twitter:
 - Feel free to follow us, retweet, comment on our tweets, tag us, etc.



Creating Your Own Posts

2023 Program Details:

BayerValue™ East Program
Overview, Trait Match Savings,
FieldView™ Subscription



Key Messaging




The following pages provide further details on the 2023 BayerValue™ East Rewards Program. It is helpful to educate growers on the East Rewards Program and how their Trait purchases can lead to savings on crop protection.

Key messaging:

- BayerValue Program Overview
- Trait Match Savings
- FieldView™ Subscription



2023 BayerValue™ East Rewards Program

	REWARD	TRAIT MATCH ⁹ Trait + Crop Protection ¹⁰ Matching Acres \$/acre	UNMATCHED ACRES ¹¹ Crop Protection ¹⁰ Without a Matching Trait Acre \$/acre
	QUALIFICATION	Minimum of 100 acres of Trait and a minimum of \$1,000 of any brand(s) below ¹⁰ Total Trait acres can be matched to each brand	Minimum of \$5,000 of Crop Protection AND a minimum of 2 Crop Protection brands Minimum of \$1,000 per brand
QUALIFYING TRAITS ⁸	ROUNDUP READY 2 YIELD® SOYBEANS, ROUNDUP READY 2 XTEND® SOYBEANS, XTENDFLEX® SOYBEANS, ROUNDUP READY® CORN 2, SMARTSTAX® RIB COMPLETE® CORN, SMARTSTAX® PRO RIB COMPLETE® CORN, TRECEPTA® RIB COMPLETE® CORN AND VT DOUBLE PRO® RIB COMPLETE® CORN		
CEREAL HERBICIDES	VARRO®	\$2.00	\$1.25
	INFINITY® FX	\$2.00	\$1.25
	INFINITY®	\$1.50	\$1.00
	BUCTRIL® M	\$1.00	\$0.50
	PUMA® ADVANCE	\$1.00	\$0.50
CORN & SOYBEAN HERBICIDES	CONVERGE® XT	\$4.00	\$2.00
	CONVERGE® FLEXX	\$3.00	\$1.50
	CORVUS™	\$3.50	\$1.75
	OPTION® LIQUID	\$2.50	\$1.25
	LAUDIS®	\$2.50	\$1.25
	ROUNDUP XTEND®	\$2.50	\$1.25
	ROUNDUP XTEND® 2	\$2.50	\$1.25
	VIOS® G3	\$2.50	\$1.25
	XTENDIMAX®	\$2.00	\$1.00
	XTENDIMAX® 2	\$2.00	\$1.00
	SENCOR® 75DF ¹²	\$0.50	\$0.25
	SENCOR® 480F ¹²	\$0.50	\$0.25
	PROLINE® ¹²	\$4.00	\$2.00
FUNGICIDES	PROSARO® PRO	\$3.50	\$2.00
	PROSARO® XTR	\$3.00	\$1.75
	PROPULSE®	\$3.00	\$1.50
	DELARO® COMPLETE	\$2.25	\$1.50
	STRATEGO® PRO	\$2.00	\$1.25



2023 BayerValue™ East Rewards Program Overview



Key messages:

- Maximize rewards with BayerValue, where **qualifying Trait purchases unlock savings on leading cereal, corn and soybean herbicides and fungicides**
- Qualifying Traits include:
 - Roundup Ready 2 Yield® Soybeans, Roundup Ready 2 Xtend® Soybeans, XtendFlex® Soybeans, Roundup Ready® Corn 2, SmartStax® RIB Complete® Corn, SmartStax® PRO RIB Complete® Corn, Trecepta® RIB Complete® Corn, and VT Double PRO® RIB Complete® Corn



Trait Match Savings



Key messages:

- **Trait Match Savings** – savings on crop protection with matching Trait acres.
- **Save up to \$4.00/acre** on matched Trait/CP acres when you purchase a minimum of 100 acres of Trait AND a minimum of \$1,000 of qualifying herbicides and fungicides.
- Qualifying Traits include:
 - Roundup Ready 2 Yield® Soybeans, Roundup Ready 2 Xtend® Soybeans, Xtendflex® Soybeans, Roundup Ready® Corn 2, SmartStax® RIB Complete® Corn, SmartStax® PRO RIB Complete® Corn, Trecepta® RIB Complete® Corn and VT Double PRO® RIB Complete® Corn



BayerValue™ East Overview & Trait Match Savings

Available Asset:





FieldView™ Subscription



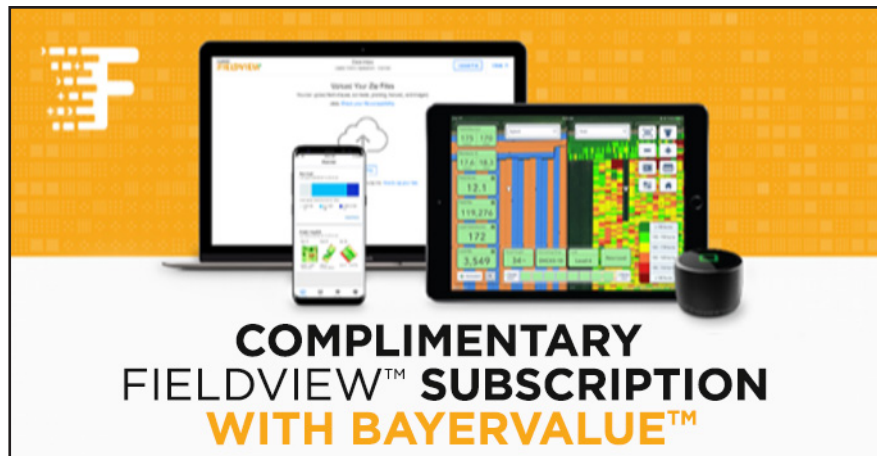
- Unlock more than savings with BayerValue™ and FieldView™
- BayerValue Program members are eligible to receive a **COMPLIMENTARY subscription to the FieldView** platform and save up to **50% off the cost of FieldView hardware***
- Complimentary access to FieldView includes all the features available in a subscription such as Yield Analysis, Field Region Reports, Field Health Imagery and Manual Scripting **for seed, fertility, and crop protection**
- BayerValue members can sign up at **GrowerPrograms.ca**

*Offer applies to a maximum discount of \$1,000 for select hardware purchased on the FieldView order portal only.
For full details, visit [GrowerPrograms.ca](https://growerprograms.ca)



FieldView™ Subscription

Available Asset:





Examples



Crop Science Canada 
@Bayer4CropsCA

How does savings on every acre of Roundup Xtend, NEW [#Laudis](#) herbicide, Prosaro PRO and more sound? Check out the new 2022 [#BayerValue](#) East Rewards program for incredible savings on leading crop protection this season. bit.ly/3tJuFF3



FieldView Canada
@FieldViewCanada

Boom! Just like that you have the chance to receive a 50% discount on FieldView hardware by taking advantage of the new year of our BayerValue Rewards Program. Talk to your rep and learn more here: climatefieldview.ca/bayervalue





**Engage with
@BayerTraitsCA**



Engagement



Hashtags: #BayerValue

- Be sure to tag us on Twitter [@BayerTraitsCA](https://twitter.com/BayerTraitsCA) when you post
- Retweet brand posts and add your own copy
- Comment on brand posts with affirmations or answers to the post's call to action
- Post a question on your own page and tag us [@BayerTraitsCA](https://twitter.com/BayerTraitsCA) to answer



QUESTIONS? CONTACT US

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Bayer is a member of Excellence Through Stewardship® (ETS). Bayer products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Bayer's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. These products have been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from these products can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for these products. Excellence Through Stewardship® is a registered trademark of Excellence Through Stewardship.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. It is a violation of federal law to use any pesticide product other than in accordance with its labeling. NOT ALL formulations of dicamba or glyphosate are approved for in-crop use with products with Roundup Ready 2 Xtend® soybeans. ONLY USE FORMULATIONS THAT ARE SPECIFICALLY LABELLED AND APPROVED FOR SUCH USES. Contact the Pest Management Regulatory Agency with any questions about the approval status of dicamba herbicide products for in-crop use with Roundup Ready 2 Xtend® soybeans or products with XtendFlex® Technology.

Roundup Ready® Technology contains genes that confer tolerance to glyphosate. Roundup Ready 2 Technology contains genes that confer tolerance to glyphosate. LibertyLink® Technology contains genes that confer tolerance to glufosinate. Roundup Ready 2 Xtend® soybeans contains genes that confer tolerance to glyphosate and dicamba. Products with XtendFlex® Technology contains genes that confer tolerance to glyphosate, glufosinate and dicamba. Glyphosate will kill crops that are not tolerant to glyphosate. Dicamba will kill crops that are not tolerant to dicamba. Glufosinate will kill crops that are not tolerant to glufosinate. Contact your Bayer retailer, refer to the Bayer Technology Use Guide, or call the technical support line at 1 888-283-6847 for recommended Roundup Ready® Xtend Crop System weed control programs.

Insect control technology provided by Vip3A is utilized under license from Syngenta Crop Protection AG. Bayer, Bayer Cross, BayerValue™, Buctri®, Cirray™, DEKALB and Design®, DEKALB®, Delaro®, EverGol®, Follicur®, Incredible Bayer Offer™, Infinity®, Laudis®, Olympus®, Pardner®, Proline®, Prosaro®, Puma®, Raxil®, RIB Complete®, Roundup Ready 2 Technology and Design™, Roundup Ready 2 Xtend®, Roundup Ready 2 Yield®, Roundup Ready®, Roundup Xtend®, Sencor®, SmartStax®, Stress Shield®, Thumper®, Tilmor®, Trecepta®, Trilex®, TruFlex™, Tundra®, VaporGrip®, Varro®, VT Double PRO®, XtendFlex® and XtendiMax® are trademarks of Bayer Group. Used under license. FieldView™ is a trademark of Climate LLC. Used under license. LibertyLink® and the Water Droplet Design are trademarks of BASF. Used under license. Velocity™ is a trademark of Bayer Group or its licensor. Used Under license. Agrisure Viptera® is a registered trademark of a Syngenta group company. Used under license. Herculex® is a registered trademark of Dow AgroSciences LLC. Used under license. All other trademarks and tradenames are of their respective owners. Bayer CropScience Inc. is a member of CropLife Canada. ©2022 Bayer Group. All rights reserved.

Full program details are available on GrowerPrograms.ca

