



BAYERVALUE™ WEST REWARDS PROGRAM

Social Media Kit



2023 Program





Purpose



- We've designed a social kit for the 2023 BayerValue™ West 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 West Rewards Program



How to Support the Brand



- Share tweets on your Twitter account supporting the BayerValue™ West 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™ West Program Overview,
Trait Bonus, Complimentary
FieldView™ Subscription



Key Messaging



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

Key messaging:

- BayerValue Program Overview
- Trait Bonus
- Complimentary FieldView™ Subscription



2023 BayerValue™ West Rewards Program



| | SEGMENTS ¹¹ | | | | | |
|---|--|---|-----------|------------------------|---|---|
| | SEED TREATMENTS ⁸ (Min. 300 acres) | HERBICIDES (Min. 300 acres) | | | | FUNGICIDES (Min. 300 acres) |
| | EVERGOL® ENERGY RAXIL® PRO RAXIL® PRO SHIELD** STRESS SHIELD®*** ¹³ TRILEX® EVERGOL® TRILEX® EVERGOL® SHIELD | CIRRAY™ INFINITY® INFINITY® FX LAUDIS® ROUNDUP XTEND® ROUNDUP XTEND® 2 TUNDRA® VARRO® VELOCITY M3 XTENDIMAX® XTENDIMAX® 2 | PARDNER® | OLYMPUS® ¹⁰ | BUCTRIL® M ¹⁰ PUMA® ADVANCE ¹⁰ SENCOR® 75DF ¹⁰ THUMPER® ¹⁰ | DELARO® PROLINE® PROLINE® GOLD PROSARO® PRO PROSARO® XTR TILMOR™ |
| CORE MAXIMUM SAVINGS | 15% | 20% | 15% | 15% | QUALIFIER | 15% |
| SEED TREATMENT REWARDS Buy a minimum of 500 acres of Seed Treatments | 5% | 5% | 5% | 5% | QUALIFIER | 5% |
| SEGMENT SAVINGS ¹¹ 2 Segments or 3 Segments Min. 300 acres per Segment | 5% OR 10% | 5% OR 10% | 5% OR 10% | 5% OR 10% | QUALIFIER | 5% OR 10% |
| THE INCREDIBLE BAYER OFFER™ ¹² Early book 1,000 acres of qualifying herbicides by March 10, 2023 | — | 5% | — | QUALIFIER | QUALIFIER | — |
| | | | | | | |
| | | | | | | |
| NEW TRAIT BONUS Min. 500 acres of BAYER brand seed [^] and/or BAYER Trait [†] Additional savings to Core maximum Savings above QUALIFYING TRAITS: Roundup Ready® canola, TruFlex™ canola, TruFlex™ LibertyLink® canola, Roundup Ready 2 Yield® soybeans, Roundup Ready 2 Xtend® soybeans, Roundup Ready® Corn 2, SmartStax® RIB Complete® corn, Trecepta® RIB Complete® corn and VT Double PRO® RIB Complete® corn | 5% | 5% | 5% | 5% | QUALIFIER | 5% |
| TOTAL MAXIMUM SAVINGS | 20% | 25% | 20% | 20% | QUALIFIER | 20% |

⁸Qualification only products

¹⁰Raxil® PRO Shield and Trilex® EverGol® Shield calculated at two times the acres for qualification purposes

¹¹Stress Shield® is a qualification product but is paid only on matching acres with Raxil® PRO and/or Trilex® and/or EverGol® Energy

[^]Includes DEKALB® LibertyLink® canola and DEKALB® TruFlex™ LibertyLink® canola

[†]LibertyLink® Trait Technology is owned by BASF SE



2023 BayerValue™ West Rewards Program Overview



Key messages:

- Purchase qualifying Traits and unlock savings on leading crop protection products. **Save up to 25% on the seed treatment, herbicide and fungicide products** you need to get the most out of your season. Save from seed to harvest with BayerValue™ Rewards.



Trait Bonus



Key messages:

- Purchase a minimum of 500 acres of Bayer Trait to get an additional **5% off on your seed treatments, herbicides and fungicides**
- Qualifying Traits include:
 - Roundup Ready® Canola, TruFlex™ Canola, TruFlex™ LibertyLink® Canola, Roundup Ready 2 Yield® Soybeans, Roundup Ready 2 Xtend® Soybeans, Roundup Ready® Corn 2, SmartStax® RIB Complete® Corn, Trecepta® RIB Complete® Corn and VT Double PRO® RIB Complete® Corn



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)



Examples



FieldView Canada
@FieldViewCanada

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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

Corri Grozelle

Brand & Advertising Manager, Traits

corri.grozelle@bayer.com

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.

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Full program details are available on GrowerPrograms.ca

