



PLUS

2023

Bayer PLUS Fruit and Vegetable Program

PROGRAM OBJECTIVE

To reward growers for investment in Bayer's best-in-class agronomic solutions.

PROGRAM PERIOD

The 2023 Market Year is September 1, 2022 - August 31, 2023

QUALIFYING GROWERS

- Grower operates in qualifying geography.
- Growers 2023 Market Year Purchases must meet the following criteria:
 1. A minimum of \$25,000 of Innovation Brands
 2. At least 2 Innovation Brands
 3. Minimum purchase Volumes of each Innovation Brand (*per Acre Match Rates outlined in Table A*)

INCENTIVE*

QUALIFYING PRODUCTS		ELEMENTS	Cash equivalent incentive based on: Innovation Brand Incentive	
Innovation Brands	Participating Products	Growers qualify by purchasing:	Number of Innovation Brands	Incentive
Alion® Brand	Absolute® Maxx Fungicide	1 A minimum of \$25,000 of Innovation Brands	2	5%
Luna® Brands	Admire® Pro Systemic Protectant	2 At least 2 Innovation Brands	3	7%
Luna Experience® Fungicide	Aliette® WDG Fungicide	3 Minimum purchase Volumes of each Innovation Brand (<i>per Acre Match Rates outlined in Table A</i>)	4+	9%
Luna Flex® Fungicide <small>NEW</small>	Baythroid® XL Insecticide			
Luna Sensation® Fungicide	Flint® Extra Fungicide			
Luna Tranquility® Fungicide	Leverage® 360 Insecticide			
Movento® Brands	Oberon® 2SC Insecticide			
Movento® MPC Insecticide	Minuet™ Fungicide			
Movento® 240 Insecticide	Previcur® Flex Fungicide			
Provost® Silver Brand <small>NEW</small>	Propulse® Fungicide			
Sivanto® Brand	Roundup Powermax® 3 <small>NEW</small>			
Velum® Brands	Herbicide			
Velum® Prime Nematicide	Scala® brand SC Fungicide			
Velum® Nematicide	Serenade® ASO Fungicide			
	Serenade® Opti Fungicide			
			Participating Product Incentive	
			Incentive	5%
<i>Incentive calculated based on Redemption price</i>				

*The Luna products (Experience, Flex, Sensation and Tranquility) count as one brand. The Movento products (240 SC and MPC) count as one brand. The Velum products (Prime and Velum) count as one brand.

LOYALTY REWARD | EARN AN ADDITIONAL 10% ON YOUR REWARDS

Growers who qualify for the Bayer PLUS Fruit and Vegetable Program can **earn an additional 10% on their rewards dollars** by sending all (or a portion) of their check to a Bayer retailer of their choice. To qualify growers must meet the \$500 rewards minimum and select a dollar amount in the portal redemption screen that is over \$500.

- > The 10% will only be applied to rewards dollars that are elected for the loyalty reward within the grower portal and sent to an authorized retailer.
- > Growers must make their selection within the Bayer PLUS Rewards portal between November 1, 2023, and January 31, 2024.
- > 2023 rewards already redeemed prior to November 1, 2023, will not be eligible for the Loyalty Reward.

INNOVATION BRAND MINIMUM PURCHASE VOLUMES

For an Innovation Brand to qualify a grower must purchase enough product to treat a minimum of 50 acres (*per brand*) according to the Acre Match Rates in Table A.

TABLE A: INNOVATION PRODUCT ACRE MATCH RATES*

Innovation Brands	Acre Match Rates
Alion® Brand	5 fl oz
Luna® Brands	
Luna Experience® Fungicide	6 fl oz
Luna Flex® Fungicide	10 fl oz
Luna Sensation® Fungicide	4 fl oz
Luna Tranquility® Fungicide	11.2 oz
Movento® Brands	
Movento® MPC Insecticide	16 oz
Movento® 240 Insecticide	8 fl oz
Provost® Silver Brand	13.7 fl oz
Sivanto® Brands	10.5 fl oz
Velum® Brands	
Velum® Prime Nematicide	6.5 fl oz
Velum® Nematicide	6.5 fl oz

**Minimum purchase volume is at the brand level not at the product level.*

PROGRAM REQUIREMENTS

- All Bayer PLUS earnings are paid upon valid net grower sales (grower sales minus returns and replants).
- Growers qualifying for a 2023 Bayer Plus Rewards payment will not be paid on those qualifying products in the 2023 Bayer Plus Fruit & Vegetable Program. They will, however, be used to meet the qualifying criteria.
- Growers must enroll in the program by the enrollment deadline (August 31, 2023) in order for eligible purchases to count toward the 2023 program.
- Growers must log in to their account to confirm the accuracy of their sales transactions by December 31, 2023. Notify your retailer or Bayer rep prior to this date to correct any errors on account. Bayer reserves the right to reject any changes requested after this date.
- Growers must operate in qualifying geography* and purchase from an authorized retailer between September 1, 2022 and August 31, 2023.
- Percentage rebates are based on the Bayer Redemption Price or List Price.
- Growers must have at least \$500.00 in Bayer PLUS rebates at the time of redemption to claim incentive.
- Redemption requests must exceed \$500. 50% of rewards may be requested starting July 1, 2023, and 100% of rewards may be requested starting November 1, 2023. Rewards will expire April 30, 2024.

**The Bayer PLUS Fruit and Vegetable program is valid in Alabama, Connecticut, Delaware, Florida, Georgia, Maine, Maryland, Massachusetts, Michigan, New Jersey, New Hampshire, New Mexico, New York, North Carolina, Pennsylvania, Ohio, Oklahoma, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Virginia, West Virginia, and/or Wisconsin.*

Visit [MyBayerPLUS.com/terms](https://www.MyBayerPLUS.com/terms) for additional program details and terms and conditions.

PROGRAM CONDITIONS

1. BAYER CROPSCIENCE LP AND ITS AFFILIATES (“Bayer”) RESERVES THE RIGHT TO MODIFY OR WITHDRAW THIS PROGRAM OR ANY PORTION THEREOF WITHOUT PRIOR NOTICE.
2. Growers will forfeit rebates if products are resold outside of the Bayer’s authorized distribution or retail/dealer network. Only products purchased for use on Grower owned or leased land is eligible for Bayer Plus rewards. Purchases made for use on non-related farming entities cannot be consolidated to increase Bayer Plus rewards.
3. No commission, incentive, rebate, refund, discount or other promotional payment shall be paid on units of eligible products under market funding programs where the sale is made, in whole or in part, via an online electronic point of sale system unless approved by Bayer in writing.
4. Bayer reserves the final decision, in its absolute discretion, on whether purchasers are valid growers.
5. Bayer reserves for a period of three (3) years from the 2023 Marketing Year the right to audit compliance with all conditions and provisions of this program or other Bayer offers which includes, but is not limited to, an audit of retailer/dealer’s or grower’s books/records and an inspection of facilities. If retailer/dealer or grower does not have the proper documentation for the three (3) year audit term, Bayer may treat such lack of valid documentation as if the sales were invalid and not properly made and subject to payment of the cost of the audit and forfeiture of program payments.
6. Bayer reserves the right to debit future payments due or otherwise seek reimbursement if errors are discovered after payments have been issued.
7. Bayer CropScience LP registers its products in the United States in accordance with and to meet U.S. regulatory standards. Such products are sold for labeled uses only and must be used only in accordance with all label instructions. Bayer recognizes that growers and exporting entities can participate in the global export markets for their commodities. However, standards, interpretation of those standards and testing procedures can vary significantly from country to country, and are subject to change. As such, while it will strive to assist growers by providing available information, Bayer cannot guarantee that meeting U.S. residue or tolerance standards will ensure compliance with maximum residue levels (MRLs) or other standards in place in importing countries. Growers and exporting entities are responsible to educate themselves about export markets and their requirements. If a grower or exporter is concerned about meeting and MRLs for an active ingredient or related metabolite, then testing for residues should be considered as an option to ensure residue levels are compliant with applicable MRL.

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Disclaimer Statement

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ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Movento® MPC Insecticide is only registered for use in Florida, Georgia and Alabama. Baythroid® XL and Leverage® 360 are restricted use pesticides. Not all products are registered for use in all states and may be subject to use restrictions. The distribution, sale, or use of an unregistered pesticide is a violation of federal and/or state law and is strictly prohibited. Check with your local dealer or representative for the product registration status in your state. Absolute®, Admire®, Allette®, Alion®, Bayer, Bayer Cross, Baythroid®, Flint®, Leverage®, Luna Experience®, Luna Sensation®, Luna Tranquility®, Luna® Flex, Minuet™, Movento®, Oberon®, Previcur®, Propulse®, Provost®, Roundup PowerMAX®, Scala®, Serenade®, Sivanto® and Velum® are registered trademarks of Bayer Group. For additional product information call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at www.BayerCropScience.us. Bayer CropScience LP, 800 North Lindbergh Boulevard, St. Louis, MO 63167.

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