



PLUS

2023

Bayer PLUS Potato Program

PROGRAM OBJECTIVE

To provide an incentive for growers to use Emesto® Silver Fungicide in potatoes in conjunction with Admire® Pro Insecticide. In addition, growers can qualify for additional incentives for supporting other potato products in the Bayer portfolio.

PROGRAM PERIOD

The 2023 market year is September 1, 2022 – August 31, 2023

QUALIFYING GROWERS

- Growers who purchase at least 5 gallons of Emesto® Silver through a Bayer Retailer during the 2023 market year.
- The Additional Participating Product incentive is available to the same grower who qualifies for the Emesto® Silver and matches Admire® Pro Insecticide and/or Velum® Prime Nematicide.
- Incentivized purchases do not qualify for payment in any other 2023 Bayer PLUS Programs.***

INCENTIVE

| QUALIFYING PRODUCTS | ELEMENTS | INCENTIVES*** |
|---|--|--|
| Emesto® Silver Fungicide Additional Participating Products: Admire® Pro Insecticide Velum® Prime Nematicide | Growers qualify by purchasing a minimum of 5 gallons of Emesto® Silver. Additional incentive (optional) is available for matching Admire® Pro and/or Velum® Prime with Emesto® Silver purchase minimums through a Bayer Dealer or Distributor during the 2023 season. | When purchase minimums are met, growers will receive a rebate from Bayer equal to: \$50.00 per gallon of Emesto® Silver. Additional \$25.00 per gallon for Admire® Pro matched with Emesto® Silver and an additional \$25.00 per gallon for Velum® Prime matched with Emesto® Silver according to the match rates in the below table. |

LOYALTY REWARD

EARN AN ADDITIONAL 10% ON YOUR REWARDS

Growers who qualify for the Bayer PLUS Potato 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.

QUALIFYING PURCHASE

Minimum purchase is 5 gallons of Emesto® Silver Fungicide.

TABLE A: PRODUCT CATEGORIES, USE RATES AND MINIMUM QUANTITIES

| PRODUCT CATEGORY | PARTICIPATING PRODUCTS | MATCH RATE | MINIMUM PURCHASE QUANTITIES |
|------------------------|--------------------------|------------|-----------------------------|
| Qualifying Products | Emesto® Silver Fungicide | 1 gallon | 5 gallons |
| Participating Products | Admire® Pro Insecticide | 1 gallon | 5 gallons |
| | Velum® Prime Nematicide | 1 gallon | 5 gallons |

PROGRAM REQUIREMENTS

- All Bayer PLUS earnings are paid upon valid net grower sales (grower sales minus returns and replants).
- Growers qualifying for any other 2023 Bayer PLUS Reward program will not be paid on those qualifying products in the 2023 Potato 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 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.

**Farmers living in Alaska, California or Hawaii do not qualify for Bayer PLUS Rewards*

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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ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. 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. Admire®, Bayer, Bayer Cross, Ernesto® 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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