

Bayer PLUS Potato Program

PROGRAM OBJECTIVE

To provide an incentive for growers to use Emesto® Silver Seed Treatment 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 2024 market year is September 1, 2023 – August 31, 2024



QUALIFYING GROWERS

- Growers who purchase at least 5 gallons of Emesto® Silver and 5 gallons of Admire® Pro through a Bayer Retailer during the 2024 market year.

ADDITIONAL PARTICIPATING PRODUCT INCENTIVE

- Available to the same grower who qualifies for the Emesto® Silver + Admire® Pro match and matches Velum® Prime Nematicide/Fungicide, Velum® Rise Nematicide/Fungicide and/or Luna® Pro Fungicide.

INCENTIVE

QUALIFYING PRODUCTS	INCENTIVE
Emesto® Silver Admire® Pro	\$75 per matched gallon
ADDITIONAL QUALIFYING PRODUCTS	INCENTIVE WHEN MATCHED WITH QUALIFYING PRODUCTS
Velum® Prime	\$25 per gallon
 Velum® Rise	\$25 per gallon
 Luna® Pro	\$25 per gallon

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, 2024, and January 31, 2025.
- > 2024 rewards already redeemed prior to November 1, 2024, will not be eligible for the Loyalty Reward.

QUALIFYING PURCHASE

- Minimum qualifying purchase is 5 gallons of Emesto® Silver and 5 gallons of Admire® Pro.
- Minimum purchase of additional qualifying products when matched with Emesto® Silver and Admire® Pro is 5 gallons for Velum® Rise, Velum® Prime and Luna® Pro.

PROGRAM REQUIREMENTS

- Purchases receiving incentives in this rebate offer are ineligible for incentives in other Bayer PLUS rebate offers.
- Growers must operate in *qualifying geography and purchase from an authorized retailer between September 1, 2023, and August 31, 2024.
- Growers must have at least \$500.00 in Bayer PLUS rebates at the time of redemption to claim incentive.
- Redemptions requested between May 1, 2024 and October 31, 2024 will be limited to 50% of the grower's estimated incentives at the time of redemption and must exceed \$500.00.

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

PROGRAM TERMS

- Percentage rebates are based on the Bayer Redemption Price or List Price.
- All payments under this program are based on grower data submitted by authorized retailers. Grower sales data must include Tech ID and/or Grower Loyalty ID, be submitted via approved electronic means by retailers no later than September 10, 2024 and is subject to validation (must be Valid Grower Sales).
- All incentives redemptions must be requested by and paid at the direction of the Grower.
- Redemption of incentive must be requested between May 1, 2024 and April 30, 2025 via Bayer PLUS website or Bayer Customer Interaction Center and requires validation of necessary redemption information and activation of Bayer PLUS account. Incentives not redeemed on May 1, 2025 will be automatically forfeited.

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 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 2024 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.

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

Disclaimer Statement

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 any 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 the applicable MRL.

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®, Luna® Pro Fungicide 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. ©2023 Bayer Group. All rights reserved.

