



KNOW MORE.
GROW MORE.

BayerValue™ Program members can get a COMPLIMENTARY one-year subscription to the Climate FieldView™ platform.⁷

Put your farm's data to work for you. From seeding to yield analysis, FieldView works hard to help you make better decisions for your operation. And better decisions mean bigger yields.

Plus, when you purchase products from a minimum of two BayerValue East Rewards Program Segments, you can save up to 50% off the cost of your Climate FieldView hardware.*⁷ See further 2021 BayerValue East Rewards Program details inside.

Visit ClimateFieldView.ca/BayerValue to get your COMPLIMENTARY one-year subscription today.

*Offer applies to a maximum rebate of \$2,000 for select hardware purchased on the Climate FieldView order portal only. For full details, visit ClimateFieldView.ca/BayerValue.



JOIN THE 2021 BAYERVALUE EAST REWARDS PROGRAM

If you were registered in 2020, you are automatically registered for 2021. Otherwise, you have your choice of three different sign up options:

// Visit GrowerPrograms.ca

// Call us at 1 888-283-6847

// Talk to your local retail

Growers must be registered by May 1, 2021 to be eligible to receive benefits under the BayerValue East Rewards Program.

For complete offer details, please visit GrowerPrograms.ca



GrowerPrograms.ca

| 1 888-283-6847

| [@Bayer4CropsCA](https://twitter.com/Bayer4CropsCA)

| [#AskBayerCrop](https://www.facebook.com/AskBayerCrop)



2021 BAYERVALUE™ EAST REWARDS PROGRAM

SO MANY WAYS TO BE REWARDED.

LIKE YOU, THE REWARDS NEVER STOP.



Maximize your rewards with BayerValue™ where you can save up to \$26/bag on corn or \$10/bag on soybeans when you purchase the crop protection products you need to make your season a success. Plus, as a BayerValue Program member, you are eligible to receive a COMPLIMENTARY one-year subscription to the Climate FieldView™ platform and up to 50% off the cost of your hardware.⁷

Visit GrowerPrograms.ca or call 1 888-283-6847 to find out more.

		TRAIT REWARDS ⁴	
		TRAITS ⁵ (Min. 100 ac. of Corn Trait / Soybean Trait)	
		ROUNDUP READY® CORN 2 SMARTSTAX® RIB COMPLETE® CORN TRECEPTA® RIB COMPLETE® CORN VT DOUBLE PRO® RIB COMPLETE® CORN	ROUNDUP READY 2 YIELD® SOYBEANS ROUNDUP READY 2 XTEND® SOYBEANS
CROP PROTECTION SEGMENTS* ⁶ (Min. 100 ac. per Segment required)		CORN REBATE/BAG (On matching Crop Protection acres) (1 Bag = 80,000 seeds = 2.5 ac.)	SOYBEAN REBATE/BAG (On matching Crop Protection acres) (1 Bag = 140,000 seeds = 0.74 ac.)
HERBICIDES	CONVERGE® FLEXX / CONVERGE® XT / OPTION® LIQUID / VIOS® G3	\$7.00	\$1.00
	BUCTRIL® M / INFINITY® / INFINITY® FX / PUMA® ADVANCE / VARRO®	\$2.00	\$1.00
	ROUNDUP XTEND® / XTENDIMAX®	\$3.00	\$1.50
FUNGICIDES	PROLINE®	\$8.00	\$2.50
	PROPULSE® / STRATEGO® PRO	\$3.00	\$1.50
	PROSARO® XTR	\$3.00	\$2.50
		MAX PAYMENT \$26.00/bag	MAX PAYMENT \$10.00/bag

*Crop Protection acres can be matched twice, once with Corn Trait and once with Soybean Trait.

PROGRAM AND LEGAL DETAILS:

- The BayerValue™ Program ("BayerValue Program") consists of numerous Bayer CropScience Inc. ("Bayer") grower programs that are identified by Bayer from time to time as being part of the BayerValue Program. The 2021 BayerValue East Rewards Program (also the "Program") is part of the BayerValue Program.
- Growers must be registered with and comply with all terms and conditions of the BayerValue Program, the Program and the BayerValue Rules. Growers must be registered with the BayerValue Program by May 1, 2021 to be eligible for the Program. Grower can only participate in and be reimbursed on the Program or the 2021 Hot Potatoes Rewards Program but not both. The 2021 Hot Potatoes Rewards Program is and shall be set out as a separate program. Grower can decide to change grower's participation in which of the above programs by May 1st, 2021 by calling the Rebate Fulfillment Centre at 1 888-283-6847. Full terms and conditions of the Program and the BayerValue Rules are found at <https://www.cropscience.bayer.ca/Grower-Programs> or by calling the Rebate Fulfillment Centre at 1 888-283-6847.
- Important terms and conditions to review online include: application of Program to Eastern Canadian growers, suggested retailer price ("SRP") based rewards calculations, deemed eligible product rates for acreage requirements and matching acres, grower consents respecting collection, use and disclosure of personal information and use of commercial electronic messages and proof of purchase.
- Eligible corn and soybean trait ("Trait") products for the Program are: Roundup Ready® Corn 2, Roundup Ready 2 Yield® soybeans, Roundup Ready 2 Xtend® soybeans, SmartStax® RIB Complete® corn, Trecepta® RIB Complete® corn and VT Double PRO® RIB Complete® corn from the following qualifying corn and/or soybean seed companies/brands in Canada: Croplan®, DEKALB®, ELITE, MaizeX Seeds, DLF Pickseed, Pride Seeds, Progran, PROSeeds, Proven Seeds®, Sevilla, SeCan and Thunder Seed.
- Rewards are calculated based on matching acres of eligible Crop Protection products and eligible Trait products. A min of 100 acres of Trait products must be purchased in order to qualify for savings. Any combination of 100 acres of corn or soybean Trait products may be purchased. Corn is calculated at 2.5 acres/bag and soybean at 0.74 acres/bag. Matching acres are then converted to acres per bag reward on corn and soybean. The same Crop Protection acres can be matched with converted corn bags and soybean bags.
- Within each Crop Protection segment a minimum of 100 acres is required for savings. It can be any combination of products within the Crop Protection segment to make up 100 acres. Once qualified within the Crop Protection segment, Crop Protection acres will be matched with eligible corn and soybean acres. Convergence® Flexx qualifies as a herbicide in Quebec.
- Growers that have signed up for the BayerValue Program are eligible to receive a complimentary 12-month subscription to the Climate FieldView™ platform, subject to grower acceptance and adherence to Climate FieldView terms and requirements. Eligible growers must apply for the complimentary subscription before August 31, 2021. Growers enrolled in the BayerValue Program that have purchased applicable products from more than two Segments in the 2021 BayerValue Rewards East Program are eligible to receive a rebate of 50% of the value of certain hardware up to a maximum rebate of \$2,000. For further information and to set up a new Climate FieldView account and subscription please visit ClimateFieldView.ca/BayerValue.
- Bayer, Bayer Cross, BayerValue™, Buctril® M, Convergence® Flexx, Convergence XT, Infinity®, Infinity® FX, Option® L, Proline®, Propulse®, Prosaro® XTR, Puma® Advance, RIB Complete®, Roundup®, Roundup Ready®, Roundup Ready 2 Technology™, Roundup Ready 2 Xtend®, Roundup Ready 2 Yield®, Roundup Xtend®, SmartStax®, Stratego® PRO, Trecepta®, Varro®, Vios® G3, VT Double PRO® and XtendiMax® are the trademarks of the Bayer Group. Used under license. FieldView™ is a trademark of The Climate Corporation. Used under license. LibertyLink® and the Water Droplet Design are trademarks of BASF. Used under license. Herculex® is a registered trademark of Dow AgroSciences LLC. Used under license. Agrisure Viptera® is a registered trademark of a Syngenta group company. All other trademarks are the trademarks of their respective owners or licensors.
- ALWAYS FOLLOW GRAIN MARKETING AND ALL OTHERS STEWARDSHIP PRACTICES AND PESTICIDE LABEL DIRECTIONS.** Details on these requirements can be found at <https://traits.bayer.ca/en/product-legal/>. Bayer CropScience Inc. is a member of CropLife Canada. © 2020 Bayer Group. All rights reserved.