



KNOW MORE.
GROW MORE.

BayerValue™ Program members can get a COMPLIMENTARY one-year subscription to the Climate FieldView™ platform.¹⁰

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 West Rewards Program Segments, you can save up to 50% off the cost of your Climate FieldView hardware.*¹⁰ See further 2021 BayerValue West 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 WEST 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 West Rewards Program.

For complete offer details, please visit GrowerPrograms.ca

— *The Incredible* —
BAYER OFFER⁵
CEREAL HERBICIDE EARLY BOOK

Early book 1,000 acres of Bayer cereal herbicides by March 12, 2021 and save up to \$2 per acre on eligible products.

<p>GRASS CONTROL</p> <p>SAVE \$1 PER ACRE</p> <p>Luxxur® Varro®</p>	<p>BROADLEAF CONTROL</p> <p>SAVE \$1 PER ACRE</p> <p>Infinity® Infinity® FX</p>	<p>ALL-IN-ONE CONTROL</p> <p>SAVE \$2 PER ACRE</p> <p>Tundra® Velocity m3</p>
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COUNTS AS DOUBLE THE ACRES

1,000 ACRE PURCHASE

	GRASS CONTROL (AC.)	BROADLEAF CONTROL (AC.)	ALL-IN-ONE CONTROL (x2 AC.)	BUCTRIL® M, PUMA® ADVANCE, OLYMPUS®, THUMPER®s (AC.)	REBATE
EXAMPLE 1	1,000				\$1,000
EXAMPLE 2		1,000			\$1,000
EXAMPLE 3	500	500			\$1,000
EXAMPLE 4			500		\$1,000
EXAMPLE 5	200	600		200	\$800
EXAMPLE 6		200	400		\$1,000

For complete Incredible Bayer Offer details and all other grower programming information, please visit GrowerPrograms.ca

GrowerPrograms.ca | 1 888-283-6847 | [@Bayer4CropsCA](https://twitter.com/Bayer4CropsCA) | [@Bayer4CropsCA](https://www.instagram.com/Bayer4CropsCA) | [#AskBayerCrop](https://www.facebook.com/AskBayerCrop)

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2021
BAYERVALUE™ WEST 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 19% on the seed treatments, herbicides and fungicides 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.¹⁰

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

	SEGMENT 1 ⁶	SEGMENT 2 ⁶				SEGMENT 3 ⁶
	SEED TREATMENTS (Min. 300 ac.)	HERBICIDES (Min. 300 ac.)				FUNGICIDES (Min. 300 ac.)
	EVERGOL® ENERGY RAXIL® PRO RAXIL® PRO SHIELD STRESS SHIELD® ⁸ TRILEX® EVERGOL® TRILEX® EVERGOL® SHIELD	INFINITY® INFINITY® FX LUXUR® VARRO®	TUNDRA® VELOCITY M3	OLYMPUS® ⁵ PARDNER® ROUNDUP XTEND® XTENDIMAX®	BUCTRIL® M ⁵ PUMA® ADVANCE ⁵ SENCOR® 75DF ⁵ THUMPER® ⁵	DELARO® FOLICUR® EW PROLINE® PROLINE® GOLD PROSARO® XTR TILMOR®
MAXIMUM SAVINGS	17%	17% + \$1/AC.*	17% + \$2/AC.*	17%	QUALIFIER	19%
SEASON STARTER BONUS (MIN. 300 ACRES OF SEED TRAIT ⁴ OR 600 ACRES OF SEED TREATMENT) Qualifying traits: TruFlex™ canola with Roundup Ready® Technology, TruFlex™ canola with Roundup Ready® and LibertyLink® Technologies, 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%		QUALIFIER	5%
2 SEGMENTS OR 3 SEGMENTS ⁶	5% OR 10%		5% OR 10%		QUALIFIER	7% OR 12%
BUTEO™ START BONUS ⁹ (300 ACRES OF ELIGIBLE TRAIT CANOLA + PROSPER® EVERGOL® + BUTEO™ start)	2%		2%		QUALIFIER	2%

*As part of Incredible Bayer Offer.

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 West Grower Rewards Program and Incredible Bayer Offer Program (together the "Programs") are part of the BayerValue Program.
- Grower must be registered with and comply with all terms and conditions of the BayerValue Program, the Programs and the BayerValue Rules. Growers must be registered with the BayerValue Program by May 1, 2021 to be eligible for the Programs. Full terms and conditions of the Programs and BayerValue Rules are found at <http://cropsolutions.bayer.ca/en/Grower-Programs/BayerValue-West> or by calling the Rebate Fulfillment Centre at 1 888-283-6847.
- Important terms and conditions to review online include: application of Programs to Western Canadian growers, suggested retailer price ("SRP") based rewards calculations, deemed eligible products rates for acreage requirements, grower consents respecting collection, use and disclosure of personal information and use of commercial electronic messages and proof of purchase.
- Eligible Trait products for the Programs are: Roundup Ready® Canola, TruFlex™ canola with Roundup Ready® Technology and TruFlex™ canola with Roundup Ready® and LibertyLink® Technologies from the following qualifying canola seed companies/brands in Canada: BrettYoung®, Brevant™ seeds, CANTERRA SEEDS, CROPLAN®, DEKALB®, Nuseed®, Pioneer®, Proven Seeds® and VICTORY®; and Roundup Ready® Corn 2, Trecepta® RIB Complete® corn, VT Double PRO® RIB Complete® corn, SmartStax® RIB Complete® corn, Roundup Ready 2 Xtend® soybeans, and Roundup Ready 2 Yield® soybeans from the following qualifying corn and/or soybean seed companies/brands in Canada: BrettYoung®, CROPLAN®, Country Farm Seeds, DEKALB®, ELITE, General Seeds, Maizex Seeds, NorthStar Genetics, DLF Pickseed, Pride Seeds, Prograin, PROSeeds, Proven Seeds®, Sevia, SeCan and Thunder Seed. For the 2021 BayerValue West Rewards Program, DEKALB® LibertyLink® canola seed purchases will be included towards qualifying acres of Trait canola products. Eligible Trait acres for calculating the achievement of the minimum acreage requirements for the Programs are: a deemed 2.5 acres per corn bag, 0.74 acres per soy bag and 10 acres per canola bag.
- Puma® Advance, Buctril® M and Thumper® herbicides do not receive any payments on the Programs but are qualifiers for the 300 acres Herbicide Segment minimum, Incredible Bayer Offer and Segment Savings. Sencor® 75 DF herbicide does not receive any payments on the Programs but is a qualifier for the 300 acres Herbicide Segment minimum and Segment Savings. Olympus® is a qualifier for Incredible Bayer Offer but is not paid on the Incredible Bayer Offer.
- Payments under the Programs will not be made on any product in a Segment with less than 300 qualifying acres in the Segment.
- Grower must early book 1,000 acres of participating Bayer Cereal Herbicides by March 12th, 2021 to qualify under the Incredible Bayer Offer Program.
- Stress Shield® is a qualifier for the Season Starter Bonus and Seed Treatment Segment. It is only paid when also matched with purchases of Raxil® PRO or Trilex® EverGol® seed treatments. Matching acres of Stress Shield® with EverGol® Energy seed treatment do not qualify under the Programs.
- BUTEO™ start seed treatment must be applied with Prosper® EverGol® seed treatment by a participating qualifying canola seed company/brand to at least 300 acres of its canola Trait purchased by a participating grower in order to qualify for identified payments under the Programs.
- 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 West Rewards Program are eligible to receive a rebate of 50% of the value of certain hardware purchases 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, BUTEO™ start, DEKALB®, Delaro®, Ernesto® Silver, EverGol® Energy, Follicur® EW, Incredible Bayer Offer™, Infinity®, Infinity® FX, Luxur®, Olympus®, Proline®, Prosaro® XTR, Puma® Advance, Raxil® PRO, Raxil® PRO SHIELD, RIB Complete®, Roundup®, Roundup Ready®, Roundup Ready 2 Technology™, Roundup Ready 2 Xtend®, Roundup Ready 2 Yield®, Roundup Xtend®, Sencor® 75 DF, SmartStax®, Stress Shield®, TILMOR®, Trilex® EverGol®, Trilex® EverGol® SHIELD, Thumper®, Trecepta®, TruFlex™, Tundra®, Varro®, Velocity, VT Double PRO® and XtendIMax® are the trademarks of the Bayer Group. Used under license. Climate 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.