

SAVE UP TO 12% ON ALL  
BAYERVALUE/HOT POTATOES  
PARTICIPATING PRODUCTS!

### 3 WAYS TO MAXIMIZE YOUR REWARDS

#### SEGMENT MULTIPLIER BONUS

Meet the purchase requirements for any two Segments and **save 3%** **OR** three Segments and **save 5%**

#### KEY PRODUCT BONUS

Purchase two Key Products and **save 4%** **OR** three Key Products and **save 5%**

#### VOLUME PURCHASE BONUS

Purchase \$75,000 of qualifying products and receive an additional **1% savings** **OR** purchase over \$100,000 for **2% savings**

For complete offer details, please visit  
[cropsience.bayer.ca/BayerValue](https://cropsience.bayer.ca/BayerValue)



#### JOIN THE 2019 BAYERVALUE/HOT POTATOES REWARDS PROGRAM

If you were registered in the BayerValue™/Hot Potatoes® Rewards Program in 2018, you are automatically re-registered for 2019. Otherwise, you have your choice of two different sign up options:

// Phone us at 1 888-283-6847

// Talk to your local retail

#### 2019 BAYERVALUE/HOT POTATOES REWARDS PROGRAM TERMS AND CONDITIONS

// To be eligible, growers must be registered and comply with all terms and conditions of the program.

// The program terms and conditions include consent from the grower respecting the collection, use and disclosure of personal information and use of commercial electronic messages for purposes discussed within the program.

// The program is subject to further terms and conditions. A complete listing of all terms and conditions of the program can be obtained at [cropsience.bayer.ca/BayerValue](https://cropsience.bayer.ca/BayerValue) or by calling the Bayer Rebate Fulfillment Interaction Centre at 1 888-283-6847

For complete BayerValue/Hot Potatoes Rewards Program details and all other grower programing information, please visit [cropsience.bayer.ca](https://cropsience.bayer.ca) and look under the Grower Programs tab.

### 2019 BAYERVALUE/HOT POTATOES GROWER REWARDS PROGRAM

QUALITY PRODUCTS, QUALITY SAVINGS. //

**BV** / **Hot Potatoes®**  
Rewards Program

[cropsience.bayer.ca/BayerValue](https://cropsience.bayer.ca/BayerValue)

1 888-283-6847

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

[#AskBayerCrop](https://hashtage.com/AskBayerCrop)

# MAXIMIZE YOUR SAVINGS WITH THE BAYERVALUE /HOT POTATOES REWARDS PROGRAM!<sup>1,2</sup>



SAVE UP TO 12% ON ALL PARTICIPATING PRODUCTS

With a host of innovative solutions, NEW technologies and more qualifying products than ever before, the BayerValue™ /Hot Potatoes® Rewards Program is back and bigger than ever.

		SEGMENT 1	SEGMENT 2	SEGMENT 3	SEGMENT 4
		<b>SEED TRAITS<sup>8</sup></b> (Min. 150 ac.)	<b>HERBICIDES</b>	<b>INSECTICIDES / TITAN EMESTO</b>	<b>FUNGICIDES</b>
		<p><i>CORN</i><sup>11</sup></p> <p>// ROUNDUP READY® 2 CORN // GENUITY VT TRIPLE PRO® RIB COMPLETE® // SMARTSTAX® RIB COMPLETE® CORN // VT DOUBLE PRO® RIB COMPLETE®</p> <p><i>SOYBEAN</i><sup>11</sup></p> <p>// GENUITY® ROUNDUP READY® 2 YIELD // ROUNDUP READY 2 XTEND®</p>	<p>// CONVERGE® XT<sup>10</sup> // INFINITY® // ROUNDUP XTEND® // SENCOR® STZ // VIOS® G3 // XTENDIMAX®</p> <p>ALION® BETAMIX β® BUCTRIL® M NORTRON® SC OPTION® LIQUID PARDNER® PUMA® ADVANCE SENCOR 480<sup>3</sup> SENCOR 75DF<sup>3</sup></p>	<p>// MOVENTO® // SIVANTO™ PRIME // TITAN® // TITAN EMESTO® ADMIRE® CALYPSO® CONCEPT® DECIS® 5EC ENVIDOR® OBERON®</p>	<p>// ALIETTE® // LUNA SENSATION™ // LUNA TRANQUILITY® // PROLINE® // PROSARO® XTR<sup>12</sup> // SERENADE® SOIL // STRATEGO® PRO // VELUM® PRIME</p> <p>ETHREL® 6 FLINT® FOLICUR® EW PRIWEN® PROPULSE® REASON® SCALA® SERENADE OPTI</p>
<b>MAXIMUM SAVINGS</b>			<b>12%</b>	<b>12%</b>	<b>12%</b>
<b>SEGMENT REWARDS<sup>5</sup></b> <small>(Purchase 150 acres of eligible Seed Traits<sup>5</sup> and a \$1,500 minimum purchase of eligible products from Segments 2, 3 &amp; 4<sup>9</sup>)</small>	<b>3 SEGMENTS</b>	<b>QUALIFIER</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>
	<b>2 SEGMENTS</b>	<b>QUALIFIER</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>
<b>KEY PRODUCT BONUS<sup>4</sup></b> <b>(DENOTED BY // // // //)</b> <small>(Purchase 150 acres of eligible Seed Traits<sup>5</sup> and a \$1,500 minimum purchase of eligible products from Segments 2, 3 &amp; 4<sup>9</sup>)</small>	<b>3 KEY PRODUCTS</b>	<b>QUALIFIER</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>
	<b>2 KEY PRODUCTS</b>	<b>QUALIFIER</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>
<b>VOLUME REWARDS<sup>7,9</sup></b> <small>(Based on SRP purchases of Segments 2, 3 &amp; 4)</small>	<b>\$100,000</b>		<b>2%</b>	<b>2%</b>	<b>2%</b>
	<b>\$75,000</b>		<b>1%</b>	<b>1%</b>	<b>1%</b>

## PROGRAM AND LEGAL DETAILS:

- Grower must be registered with and comply with all terms and conditions of the BayerValue / Hot Potatoes Rewards Program (the Program) and the BayerValue Rules. Full terms and conditions are found at <https://www.cropscience.bayer.ca/en/Grower-Programs/BayerValue-East> or by calling the Rebate Fulfillment Centre at 1 888-283-6847.
- Important terms and conditions to review online include: application of Programs to applicable Canadian growers, Suggested Retail Price (SRP) based rewards calculations, grower consents respecting collection, use and disclosure of personal information and use of commercial electronic messages and proof of purchase.
- SenCor® 75DF and SenCor 480 herbicides can be used as a Segment Rewards and Volume Rewards qualifiers under the Program but are not paid rebates.
- Key Product Bonus requires the use of a minimum of \$1500 SRP dollars of each Key Product and/or a minimum of 150 acres total of eligible Seed Traits. 150 acres of any combination of eligible Seed Traits will count as a qualified Key Product. \$1000 of one Key Product plus \$500 of another Key Product does not count as a qualified Key Product, as \$1500 of each Key Product is required.
- Segment Rewards qualification requires a minimum purchase of \$1500 SRP from any combination of eligible products within each of the Herbicides, Insecticides/Titan Emesto and Fungicides Segments and a 150 acre minimum purchase requirement from any eligible Seed Traits combination.
- Ethrel® is a growth regulator but qualifies under the Fungicide Segment.
- Volume Rewards qualification includes SRP dollars from all qualifying product purchases listed under the Segments other than the Seed Traits Segment.
- Eligible Seed Traits products for the Program are: Roundup Ready® Corn 2, VT Double PRO® RIB Complete® corn, Genuity® VT Triple PRO® RIB Complete corn, SmartStax® RIB Complete® corn, Genuity® Roundup Ready 2 Yield® soybeans, Roundup Ready 2 Xtend® soybeans (qualifying corn and/or soybean brands are Country Farm Seeds, Croplan®, DEKALB®, ELITE, General Seed Company®, Legend Seeds Canada, Maizex Seeds, Northstar Genetics, PICKSEED, Pride Seeds, Prograin, PROSeeds and SeCan).
- Trilex® EverGol® and Trilex EverGol SHIELD seed treatments can be used as a Volume Rewards qualifiers under the Program and are paid rebates.
- CONVERGE® FLEXX qualifies as a herbicide in Quebec.
- Corn Seed Traits acres will be calculated using the conversion of 2.4 acres per 1 corn seed unit, where 1 corn seed unit is 80,000 kernels or 1 bag. Soybean Seed Traits acres will be calculated using the conversion of 0.74 acres per 1 soybean seed unit, where 1 soybean seed unit is 140,000 seeds or 1 bag.
- Prosaro® fungicide purchased from a retailer's inventory by a grower for the 2019 growing season will also qualify under the Program in the same way as Prosaro XTR fungicide.
- Admire®, Aliette®, Alion®, BayerValue™, Betamix® β, Buctril®, Calypso®, Concept®, Convergence®, Decis®, Emesto®, Envidor®, Ethrel®, EverGol®, Flint®, Folicur®, Hot Potatoes®, Infinity®, Luna Sensation™, Luna Tranquility®, Movento®, Nortron® SC, Oberon®, Option®, Pardner®, Priwen®, Proline®, Propulse®, Prosaro®, Puma®, Reason®, Scala®, Serenade®, SenCor®, Sivanto™, Stratego®, Trilex®, Velum®, and Vios® are trademarks of the Bayer Group or its licensors. DEKALB®, Genuity®, RIB Complete®, Roundup Ready 2 Technology™, Roundup Ready 2 Xtend®, Roundup Ready 2 Yield®, Roundup Ready®, Roundup®, SmartStax®, VT Double PRO® and VT Triple PRO® are trademarks of the Bayer Group, Monsanto Canada ULC licensee. All rights reserved. Titan is a trademark of BASF. Excellence Through Stewardship® is a registered trademark of Excellence Through Stewardship. Used under license.

Did you know that you can use your rewards to attend the Bayer Grower Rewards Group Trip to Spain in 2020? For more information call 1 888-283-6847.

ALWAYS FOLLOW GRAIN MARKETING AND ALL OTHER STEWARDSHIP PRACTICES AND PESTICIDE LABEL DIRECTIONS. Details of these requirements can be found at <https://www.genuitytraits.ca/en/product-legal/>. Bayer CropScience Inc. is a member of CropLife Canada.