



# 2021 Bayer Fungicide ROI Guarantee Program Terms

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## The 2021 Bayer Fungicide ROI Guarantee Program

**If an eligible Bayer fungicide has a lower return on investment (ROI) than an eligible competitor fungicide under the terms of the 2021 Bayer Fungicide ROI Guarantee Program (Program), Bayer will rebate the ROI difference on up to 160 acres.**

Participants must be signed up with the Climate FieldView™ software platform and the 2021 BayerValue™ Grower Rewards Program to participate.

To learn more about Climate FieldView, or to sign up as a new user online, visit [ClimateFieldView.ca](https://ClimateFieldView.ca)

Further terms and conditions are detailed in the remainder of this Program document.

## Participation

- Contact your local Bayer Territory Sales Manager to inquire about potential participation in the Program.
- Your participation must be confirmed by a Bayer Territory Sales Manager prior to the application of the comparing fungicide products to be eligible. Bayer reserves the right in its sole discretion to determine whether a grower can participate in the Program.
- Participants and comparison area must be in the provinces of Alberta, Manitoba, Saskatchewan or the Peace River region of British Columbia.
- A 2021 Bayer Fungicide ROI Guarantee Program agreement (Program Agreement) will be provided to participants and must be signed confirming your participation.

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

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- To participate you must be signed up on and utilize Climate FieldView as required under the Program.
- Climate FieldView Drive or data uploaded to Climate FieldView through the Data Inbox will be used to capture and analyze results.
- Seeding, fungicide application & harvest data must be captured in FieldView. Under certain circumstances Bayer may in its discretion determine that seeding maps may not be required and this will be taken into consideration for continued qualification into the Program.
- Only one guarantee is permitted per product/crop combination for each farming operation.
- Bayer shall define the metrics respecting ROI and requirements and parameters respecting product usage and comparisons that shall be used for Program purposes.
- The difference between a Bayer fungicide ROI and a Competitor fungicide ROI must be \$1/ac. or greater for payment to be generated.
- Eligible growers must make purchases of eligible Bayer products under the Program during the period of October 1, 2020 to the date of the approved applications of products under the Program but in any event not later than July 30, 2021 unless otherwise agreed to by Bayer.
- Participation in the Program is not a guarantee of or contract for the supply of products to the grower and this Program is subject to product availability.

## The Comparison

### Eligible Comparison Products, Crops, Application Rates, Product Pricing and Application Timing

Only the eligible comparison products, crops and application timing set out in the Program Terms below and in the Program Agreement shall be used for Program purposes, including for the in-field comparison and reconciliation.

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Crop	Bayer Fungicide	Competitor Fungicide	Application Timing
Wheat (all types)	Prosaro® XTR	Miravis® Ace	Flowering, in alignment with label directions.
Wheat (all types)	Prosaro® PRO	Miravis® Ace	Flowering, in alignment with label directions.
Wheat (all types)	Prosaro XTR	Caramba®	Flowering, in alignment with label directions.
Barley	Prosaro XTR	Caramba®	Flowering, in alignment with label directions.
Barley	Delaro®	Nexicor®	Flag Leaf, in alignment with label directions.
Barley	Delaro	Trivapro®	Flag Leaf, in alignment with label directions.
Canola	Proline®	Cotegra®	Flowering, in alignment with label directions.
Canola	Proline GOLD	Cotegra®	Flowering, in alignment with label recommendations.
Canola	Proline GOLD	Miravis® Bold	Flowering, in alignment with label recommendations.
Peas (field)	Delaro	Dyax®	Early Flowering, in alignment with label directions.
Peas (field)	Delaro	Miravis® Neo	Early Flowering, in alignment with label directions.

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Lentils (Laird, Richlea, Eston, Red)	Delaro	Elatus®	Early Flowering, in alignment with label directions.
Lentils (Laird, Richlea, Eston, Red)	Delaro	Dyax®	Early Flowering, in alignment with label directions.

Only application rates and deemed product Suggested Retail Prices (SRP) set out in the Program Agreement shall be used for Program purposes, including for the in-field comparison and reconciliation.

All product rates and application timings outlined in this Program align with label recommendations. In cases where product labels include more than one rate or rate ranges, the rate outlined in this Program shall be used for Program purposes including reconciliation and calculation purposes.

Commodity Prices:

Deemed commodity prices used for Program purposes, including for reconciliation and calculation purposes, will be outlined in the Program Agreement.

Comparison Areas:

Definitions:

Test Area: The test area (Test Area) is the area comprising 2 equal widths and lengths of sprayer passes on both sides from where the comparison treatments meet in the applicable field. Headlands cannot be included in the Test Area. The Test Area will be measured for the purposes of the comparison under this Program and the results will be deemed to be the yield comparison results for all acres under this Program.

- Comparison treatments must be side by side within same field.
- Comparisons must be in an equally representative area of the field



- The minimum size of each treatment must be 20 acres (ac.).
- Comparison treatment areas and agronomic practices must be substantially equal, and variations are substantially eliminated such that the only meaningful variable is the fungicides applied.
- The average yield in the Test Area, not including the headland, will be used for calculation. For example, in a field treated with 40ac. of Prosaro XTR fungicide and 80ac. of a competitor fungicide, the average yield over the test area for Prosaro XTR and the competitor fungicide will be included. If the Bayer yield is less than the competitor in the test area, this difference will be applied to the entire area of the Bayer fungicide.

#### Equipment and Monitors:

- Seeding, fungicide application and harvest maps must be recorded using Climate FieldView Drive or uploaded to FieldView through the Data Inbox.
- Harvest of each treatment must be done with the same combine that is yield monitor enabled and calibrated.
- Each comparison treatment will be yield corrected to standard crop moisture levels as determined by Bayer.
- In the event of any differences between this Program document and the Program Agreement, the Program Agreement will prevail.

**Bayer, in its sole discretion, reserves the right to reject any comparison it determines to be unfair for any reason.**

## Program Reconciliation

- ROI per acre will be calculated using the following formula:

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- Deemed commodity price/bu. X Average yield bu./ac in the Test Area – deemed product SRP/ac. If the Bayer fungicide ROI per acre is less than the eligible competitor fungicide ROI per acre then Bayer will pay the difference in ROI per acre for the Bayer fungicide treatment area up to a maximum of 160 ac.
- Calculations will use the product rates, deemed SRP's and deemed commodity prices outlined in the Program Agreement.
- The total rebate amount cannot exceed the treatment size. For example, if the Bayer fungicide comparison treatment area is 20ac., the maximum rebate will be on the ROI difference up to 20ac.
- If a payment is required it will be made as part of the 2021 BayerValue Grower Rewards Program endeavored to be provided by the end of April 2022.
- Participating growers who recognize a potential payout scenario at harvest **MUST** contact their Bayer Territory Sales Rep to insure their Climate FieldView data takes priority for analysis.
- Bayer reserves the right to conduct audits on selected participants to ensure accuracy of information and all participants in this Program must agree to submit to and participate in such audits if required by Bayer.
- Bayer reserves the right to make changes to this Program without notice.

## Example Scenarios

### Example 1 – No Payment Scenario

Crop: Wheat

Product comparison: Prosaro XTR vs Competitor fungicide

Prosaro XTR treatment area 40 acres. Average yield in the Test Area is 58 bu/ac.

Competitor treatment area 120 acres. Average yield in the Test Area is 56 bu/ac.

Prosaro XTR ROI = \$7.50/bu commodity price X 58 bu/ac. average yield in the Test Area – Prosaro XTR Suggested Retail Price of \$21.65/ac. = **\$413.35/ac.**

Competitor ROI = \$7.50/bu commodity price X 56 bu/ac. average yield in the Test Area – Competitor fungicide Suggested Retail Price of \$20.62/ac. = **\$399.38/ac.**

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**Prosaro XTR ROI of \$413.35 per acre – Competitor fungicide ROI of \$399.38 per acre = +\$13.97/ac. ROI on Prosaro XTR Treated Area  
No payment required.**

### Example 2 – Payout Scenario

Crop: Wheat

Product comparison: Prosaro XTR vs Competitor fungicide

Prosaro XTR treatment area 40 acres. Average yield in the Test Area is 56 bu/ac.

Competitor treatment area 120 acres. Average yield in the Test Area is 57 bu/ac.

Prosaro XTR ROI = \$7.50/bu commodity price X 56 bu/ac. average yield in the Test Area – Prosaro XTR Suggested Retail Price of \$21.65/ac. = **\$398.35/ac.**

Competitor ROI = \$7.50/bu commodity price X 57 bu/ac. average yield in the test area – Competitor fungicide Suggested Retail Price of \$20.62 = **\$406.88/ac.**

**Prosaro XTR ROI of \$398.35 per acre – Competitor fungicide ROI of \$406.88 per acre = (\$8.53)/ac. ROI on Prosaro XTR treated acres.**

**Bayer will pay \$8.53/ac. on 40ac. = \$341.20**

## Data Analysis

- Data analysis will be done using Climate FieldView data shared with Bayer and all data will be managed in accordance with the Bayer privacy policy and applicable Canadian privacy legislation and used by Bayer to administer this Program.
- By participating in the Program the participant consents to all terms and conditions associated with the 2021 BayerValue Grower Rewards Program. Full terms and conditions can be found at [croppscience.bayer.ca/BayerValue](https://croppscience.bayer.ca/BayerValue)
- To participate in the Program the participant also must agree to all legal terms and conditions for use of Climate FieldView and provide all privacy consents necessary for participation in this Program. More information can be found at

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- Climate FieldView data for this comparison must be shared with Bayer using the “share” function associated with the account [guaranteeprogram2021@bayer.com](mailto:guaranteeprogram2021@bayer.com)
  - Details on how to use the share function and can be found at [https://support.climatefieldview.ca/kt#/ka02A000000HaXnQAK/en\\_CA](https://support.climatefieldview.ca/kt#/ka02A000000HaXnQAK/en_CA)
  - You can also send your data files from the FieldView Cab App to [guaranteeprogram2021@bayer.com](mailto:guaranteeprogram2021@bayer.com) when harvest is complete. Details are below.

- From the Map Screen select the bottom left button (with the arrow pointing out)

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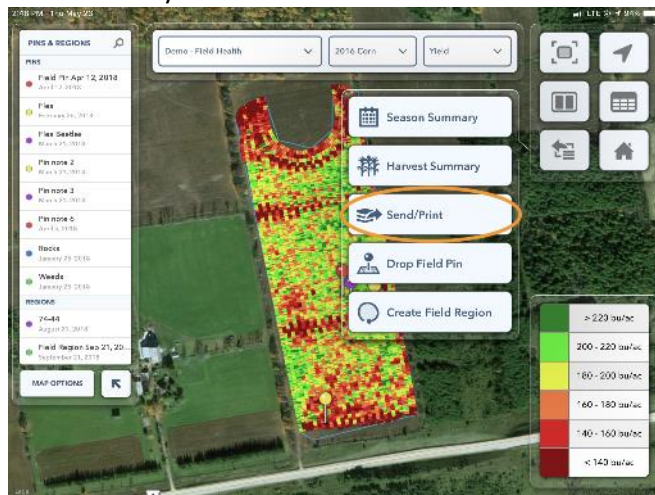
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- Select 'Send/Print' button



- Select 'Send Field Files'

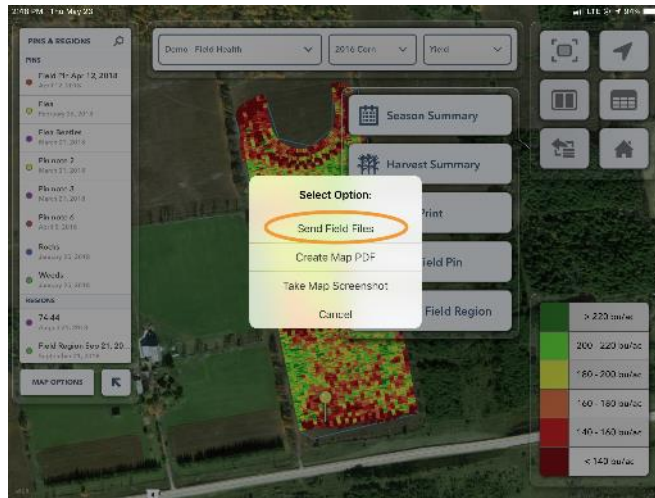
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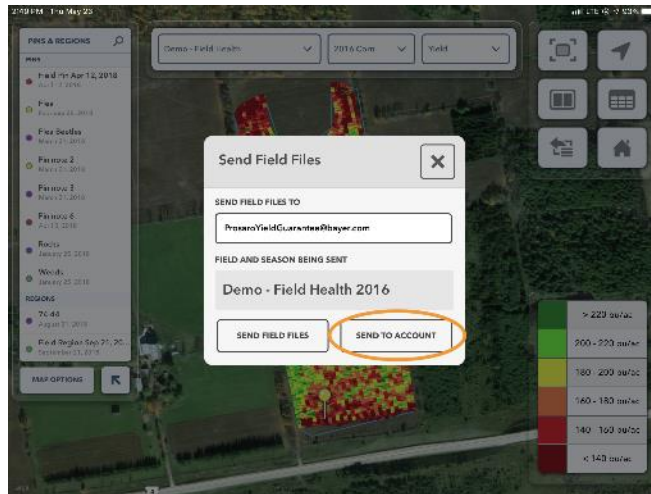
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- Select 'Send to Account'



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