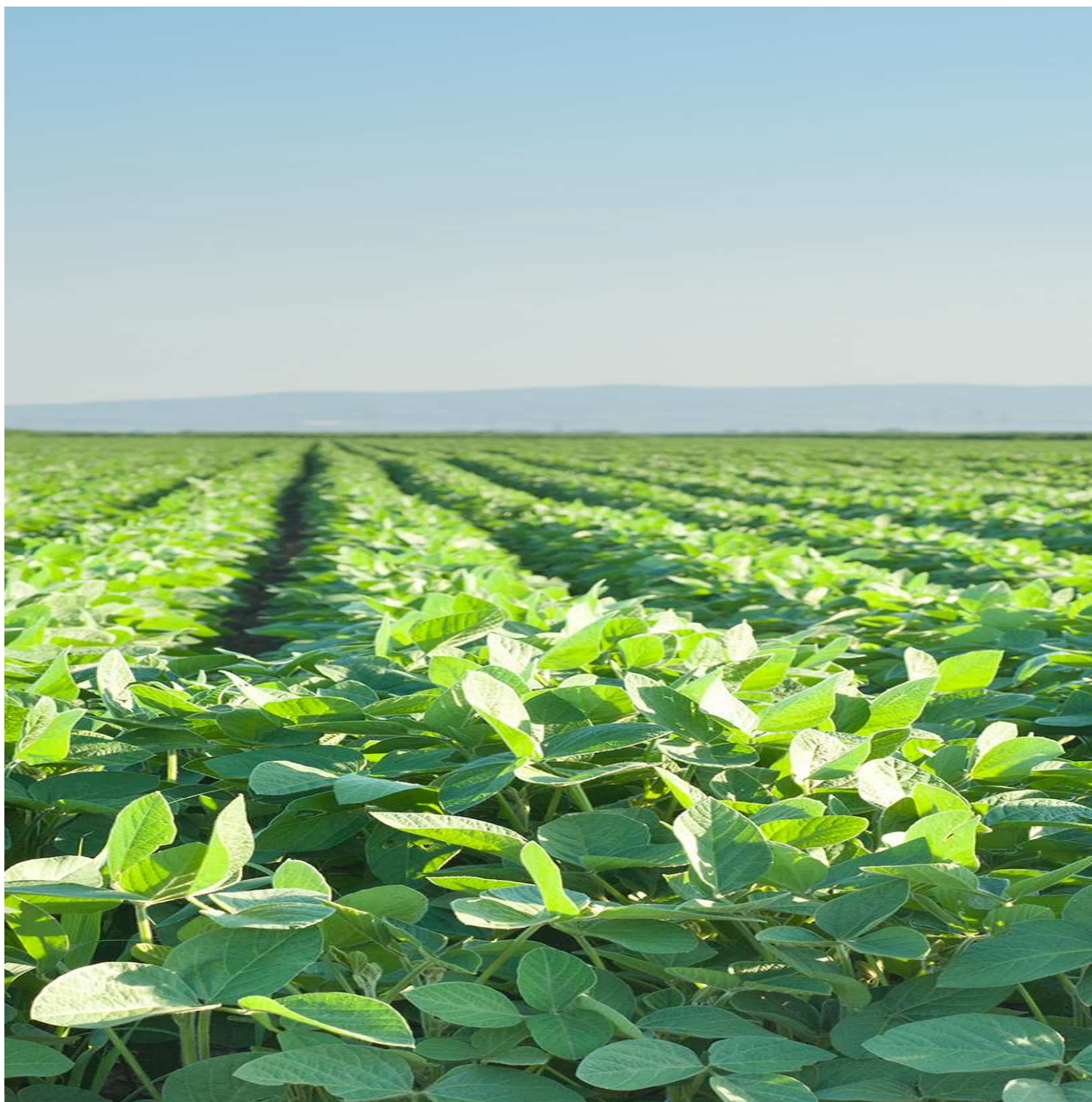




Science For A Better Life

2017 | Innovation Plus Liberty/LibertyLink Grower Residual Program



Program Objective

To provide an incentive for growers to purchase, plant and support Liberty/LibertyLink soybean seed products.

QUALIFYING PRODUCTS	ELEMENT	INCENTIVE
<p>Bayer products:</p> <ul style="list-style-type: none"> LibertyLink soybean seeds Liberty® herbicide <p>FMC Residual Herbicide:</p> <ul style="list-style-type: none"> Authority® Brands: Authority Assist, Authority Elite, Authority First, Authority Maxx, Authority MTZ, and Authority XL herbicides Anthem® Brands: Anthem, Anthem Maxx herbicide 	<p>Growers purchase a minimum of 50 units of LibertyLink soybeans and 11.3 gallons of Liberty Herbicide AND the qualifying match rate of Residual Herbicide products through an authorized Dealer or Distributor for use on during the 2017 growing season.</p> <p>Once minimums are met, payments are only made on matched acres.</p> <p>Unit is defined as:</p> <ul style="list-style-type: none"> soybean = 140,000 seeds 	<p>When minimums are met, grower will receive a cash equivalent rebate from Bayer for each acre of Liberty purchased that is matched with Libertylink soybeans and the qualifying match rate of Residual herbicide products</p> <ul style="list-style-type: none"> \$3/acre for Authority Assist, Authority First, Authority Maxx, Authority MTZ, and Authority XL herbicides \$2/acre for Authority Elite \$2/acre for Anthem Brands Up to \$5/acre when using Authority followed by Anthem

Program Period

The 2017 market year is September 1, 2016 – August 31, 2017

Qualifying Growers

Growers who purchase the required minimums of LibertyLink soybeans seed and Liberty herbicide with the use of Residual herbicides through an authorized Dealer or Distributor for use on soybeans during the 2017 growing season.

All seed containing Bayer trait technology (i.e. LibertyLink) must be sold to Growers who have a duly executed Bayer Grower Technology Licensing Agreement and license number prior to taking delivery of the seed.

Qualifying Purchase

Minimum purchase is 11.3 gallons of Liberty Herbicide and 50 units of LibertyLink soybean seed. Product quantities to calculate match rates and corresponding incentive, up to \$5/acre:

Qualifying Products	Match Rate	Incentive
LibertyLink Soybeans	1 unit/Acre	
Liberty	29 oz/Acre	
Authority Assist	8.0 oz/Acre	\$3.00/Acre
Authority Elite	26 oz/Acre	\$2.00/Acre
Authority First	5.0 oz/Acre	\$3.00/Acre
Authority Maxx	6.4 oz/Acre	\$3.00/Acre
Authority MTZ	14.0 oz/Acre	\$3.00/Acre
Authority XL	6.4 oz/Acre	\$3.00/Acre
Anthem	6.0 oz/Acre	\$2.00/Acre
Anthem Maxx	3.0 oz/Acre	\$2.00/Acre

Authority Elite Herbicide volumes redeemed through Bayer's LibertyLink soybean residual program will be excluded from FMC's Freedom Pass® Program

Program Elements

- Grower purchases required products.
 - All payments under this program are paid on retailers reporting grower data submitted by September 11, 2017 via approved electronic means.

WHERE TO SUBMIT GROWER DATA

<https://www.yourdatadimensions.com>

Customer Support: 1-800-901-0012

Data Dimensions User Guide

<https://www.yourdatadimensions.com/UserGuide/UserGuide.pdf>

- Bayer will award points to growers on validated, qualified purchases as reported by participating retailers. Points are valued at \$0.05 each.
- Grower Redemption of Innovation Plus points for cash or merchandise upon request after November 17, 2017 via Innovation Plus website or Bayer Customer Interaction Center.
- Points that are not redeemed will expire automatically on January 31st of the 2nd calendar year following the invoice date.

Program Conditions

1. BAYER RESERVES THE RIGHT TO MODIFY OR WITHDRAW THIS PROGRAM OR ANY PORTION THEREOF WITHOUT PRIOR NOTICE.
2. GROWER PROGRAMS ARE AN IMPORTANT PART OF THE MARKETING STRATEGY FOR BAYER. IF A GROWER PURCHASES BCS PRODUCTS FROM A SOURCE OTHER THAN BAYER (OR BAYER AUTHORIZED RETAILER) BCS RETAINS THE OPTION TO DENY PAYMENT TO THE GROWER UNDER THE TERMS OF THE GROWER PROGRAM. ONLY PRODUCTS PURCHASED FROM BAYER OR ANOTHER BAYER AUTHORIZED ENTITY AND SOLD TO GROWERS ARE ELIGIBLE FOR GROWER PROGRAM PAYMENT. GROWER PROGRAM PAYMENTS WILL NOT BE PAID ON BAYER PRODUCTS REIMBURSED FOR PRODUCT PERFORMANCE.
3. ALL FEDERAL, STATE, OR LOCAL TAXES ON PAYMENTS RECEIVED UNDER THIS PROGRAM ARE THE SOLE RESPONSIBILITY OF THE PAYMENT RECIPIENT, AND NOT OF BAYER, ITS PARENT COMPANY, OR ITS AGENTS. FRAUDULENT REPORTING OF SALES INFORMATION OR DOCUMENTATION WILL BE GROUNDS FOR WITHHOLDING OR INVALIDATING ALL PROGRAM PAYMENTS OR REIMBURSEMENT OF ANY PAYMENTS ALREADY MADE. BAYER RESERVES THE RIGHT USING BAYER AUDITORS OR AN INDEPENDENT AUDITING FIRM TO VERIFY ALL CLAIMS FOR PAYMENTS UNDER THIS PROGRAM, AND IN MATTERS OF DISCREPANCY, RESERVES THE RIGHT OF FINAL DECISION. BAYER RESERVES THE RIGHT TO DEBIT FUTURE PAYMENTS DUE OR OTHERWISE SEEK REIMBURSEMENT IF ERRORS ARE DISCOVERED AFTER PAYMENTS HAVE BEEN ISSUED.



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