

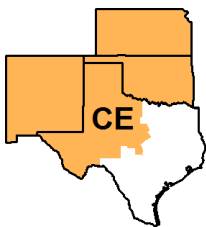


# Bayer CropScience



## **Cotton**

- Corn
- Soybeans
- Cereals
- Canola
- Sugarbeets
- Peanuts
- Potatoes
- Horticulture
- Other



## ***2016 Southwest Innovation Plus LibertyLink Weed Management Incentive Program***

## PROGRAM OBJECTIVE

To provide growers an incentive to use the LibertyLink Weed Management System in FiberMax and Stoneville Cotton with GlyTol LibertyLink (GL), GlyTol LibertyLink Bollgard II (GLB2) and/or GlyTol LibertyLink TwinLink (GLT) traits.

QUALIFYING PRODUCTS	ACTIVITY	INCENTIVE
<ul style="list-style-type: none"> <li>• FiberMax LibertyLink Cotton Seed</li> <li>• Stoneville LibertyLink Cotton Seed</li> <li>• Liberty herbicide</li> </ul>	<ul style="list-style-type: none"> <li>• Growers are enrolled in the Program by the BCS sales rep by June 1, 2016.</li> <li>• Growers purchase a minimum of 50 Units of FiberMax and/or Stoneville LibertyLink cotton seed and 50 gallons of Liberty herbicide.</li> </ul>	<p>Growers in the Southwest (Seed Drop Zone CE) who purchase a minimum of 250 acres of FiberMax or Stoneville LibertyLink cotton seed plus Liberty herbicide will receive a cash equivalent rebate of Innovation Plus points from Bayer CropScience as follows:</p> <p>\$7.50 per acre when planting FiberMax or Stoneville cotton at 44,000 seeds per acre and applying 64 oz. of Liberty herbicide per acre. (Unit is defined as: cotton = 220,000 seeds) (Payment based on 1 cotton unit planting 5 acres (44,000 seeds / Acre) and 2.5 gallons of Liberty over 5 acres (64 oz / Acre).</p> <p>Growers' purchases must be reported electronically by the retailer to DATA DIMENSIONS<sup>SM</sup> by September 10, 2016 to qualify for payment.</p>

### PROGRAM PERIOD

Market Year 9/1/2015 - 8/31/2016

### QUALIFYING GROWERS

- Growers must be enrolled in the program by a Bayer CropScience sales representative.
- All growers purchasing seed MUST have a current executed Bayer Grower Technology Agreement in their name.
- This program is restricted to the defined geography detailed on page 3.

### QUALIFYING PURCHASE

Growers must purchase a minimum of 250 acres of FiberMax and/or Stoneville LibertyLink cotton seed and 50 gallons of Liberty herbicide.

Purchase Minimum of FiberMax or Stoneville Cotton Seed	Purchase Minimum of Liberty Herbicide
50 Units	50 gallons

### PROGRAM ELEMENTS

- Proof of grower purchase for FiberMax or Stoneville LibertyLink cotton seed and Liberty herbicide must be provided electronically by retailer to DATA DIMENSIONS<sup>SM</sup> by September 10, 2016.
- Bayer CropScience will award Innovation Plus points to growers on validated, qualified purchases as reported by participating retailers. Innovation Plus Points valued at \$0.05 each.
- Grower Redemption of Innovation Plus points for cash or merchandise upon request after November 18, 2016 via Innovation Plus website or Bayer Customer Interaction Center.
- Innovation Plus Points that are not redeemed will expire automatically on Jan. 31 of the 2<sup>nd</sup> Calendar year following the invoice date.

*NOTE: Bags/units of FiberMax or Stoneville LibertyLink Cotton Seed and Liberty herbicide for which grower is reimbursed through any Bayer 2016 Shared Risk program (including replant, drought, and crop loss) do not constitute Qualifying Purchases and are not eligible for this program.*

## **ELIGIBLE Geography:**

- **Kansas, New Mexico, Oklahoma**

- **Texas counties of:** Andrews, Archer, Armstrong, Bailey, Baylor, Borden, Brewster, Briscoe, Brown, Callahan, Carson, Castro, Childress, Cochran, Coke, Coleman, Collingsworth, Comanche, Concho, Cottle, Crane, Crockett, Crosby, Culberson, Dallam, Dawson, Deaf Smith, Dickens, Donley, Eastland, Ector, El Paso, Erath, Fisher, Floyd, Foard, Gaines, Garza, Glasscock, Gray, Hale, Hall, Hamilton, Hansford, Hardeman, Hartley, Haskell, Hemphill, Hockley, Howard, Hudspeth, Hutchinson, Irion, Jeff Davis, Jones, Kent, King, Knox, Lamb, Lipscomb, Llano, Loving, Lubbock, Lynn, Martin, McCulloch, Midland, Mills, Mitchell, Moore, Motley, Nolan, Ochiltree, Oldham, Parmer, Pecos, Potter, Presidio, Randall, Reagan, Reeves, Roberts, Runnels, San Saba, Schleicher, Scurry, Shackelford, Sherman, Stephens, Sterling, Stonewall, Sutton, Swisher, Taylor, Terrell, Terry, Throckmorton, Tom Green, Upton, Ward, Wheeler, Wichita, Wilbarger, Winkler, Yoakum, Young

## **PROGRAM CONDITIONS**

BAYER CROPSCIENCE RESERVES THE RIGHT TO MODIFY OR WITHDRAW THIS PROGRAM OR ANY PORTION THEREOF WITHOUT PRIOR NOTICE.

Grower programs are an important part of the marketing strategy for Bayer CropScience. If a Grower purchases BCS products from a source other than Bayer CropScience (or Bayer CropScience authorized retailer) BCS retains the option to deny payment to the Grower under the terms of the Grower Program. Only Products purchased from Bayer CropScience or another Bayer CropScience 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.

All federal, state, or local taxes on payments received under this program are the sole responsibility of the payment recipient, and not of Bayer CropScience, 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 CropScience reserves the right using Bayer CropScience 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 CropScience reserves the right to debit future payments due or otherwise seek reimbursement if errors are discovered after payments have been issued.