

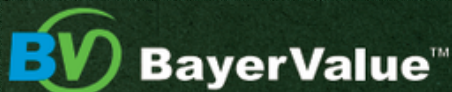
# 2025 BAYERVALUE EAST REWARDS PROGRAM

Maximize your rewards with BayerValue™, where you can save on qualifying purchases between October 1, 2024 and September 30, 2025. Visit [GrowerPrograms.ca](http://GrowerPrograms.ca) to find out more.



	REWARD	TRAIT MATCH <sup>9</sup> Trait + Crop Protection <sup>10</sup> Matching Acres \$/acre	UNMATCHED ACRES <sup>11</sup> Crop Protection <sup>10</sup> Without a Matching Trait Acre \$/acre
	QUALIFICATION	Minimum of 100 acres of Trait and a minimum of \$1,000 of any brand(s) below <sup>10</sup>  Total Trait acres can be matched to each brand	Minimum of \$5,000 of Crop Protection AND a minimum of 2 Crop Protection brands  Minimum of \$1,000 per brand
<b>QUALIFYING TRAITS<sup>8</sup></b>	ROUNDUP READY 2 YIELD <sup>®</sup> SOYBEANS, ROUNDUP READY 2 XTEND <sup>®</sup> SOYBEANS, XTENDFLEX <sup>®</sup> SOYBEANS, SMARTSTAX <sup>®</sup> RIB COMPLETE <sup>®</sup> CORN, SMARTSTAX <sup>®</sup> PRO RIB COMPLETE <sup>®</sup> CORN, TRECEPTA <sup>®</sup> RIB COMPLETE <sup>®</sup> CORN, VT DOUBLE PRO <sup>®</sup> RIB COMPLETE <sup>®</sup> CORN AND VT4PRO <sup>®</sup> RIB COMPLETE <sup>®</sup> CORN		
<b>CEREAL HERBICIDES</b>	BUCTRIL <sup>®</sup> M	\$1.00	\$0.50
	INFINITY <sup>®</sup> FX <sup>16</sup>	\$2.00	\$1.25
	PUMA <sup>®</sup> ADVANCE	\$1.00	\$0.50
	VARRO <sup>®</sup>	\$2.00	\$1.25
<b>CORN &amp; SOYBEAN HERBICIDES</b>	CONVERGE <sup>®</sup> XT <sup>16</sup>	\$4.00	\$2.00
	CORVUS <sup>®</sup>	\$3.50	\$1.75
		+ additional \$0.25/ac with matching acres of Roundup Transorb <sup>®</sup> HC and/or Roundup WeatherMAX <sup>®</sup> with Transorb <sup>®</sup> II Technology	
	LAUDIS <sup>®</sup>	\$2.50	\$1.25
		+ additional \$0.25/ac with matching acres of Roundup Transorb <sup>®</sup> HC and/or Roundup WeatherMAX <sup>®</sup> with Transorb <sup>®</sup> II Technology	
	OPTION <sup>®</sup> LIQUID	\$2.50	\$1.25
	ROUNDUP XTEND <sup>®</sup> 2 WITH VAPORGRIP <sup>®</sup> TECHNOLOGY <sup>12, 16</sup>	\$2.50	\$1.25
	SENCOR <sup>®</sup> 75DF AND/OR SENCOR <sup>®</sup> 480F <sup>12</sup>	\$0.50	\$0.25
	VIOS <sup>®</sup> G3	\$2.50	\$1.25
	XTENDIMAX <sup>®</sup> 2 WITH VAPORGRIP <sup>®</sup> TECHNOLOGY <sup>12, 16</sup>	\$2.00	\$1.00
	+ additional \$0.25/ac with matching acres of Roundup Transorb <sup>®</sup> HC and/or Roundup WeatherMAX <sup>®</sup> with Transorb <sup>®</sup> II Technology		
<b>FUNGICIDES</b>	DELARO <sup>®</sup> COMPLETE	\$2.25	\$1.50
	PROLINE <sup>®12</sup>	\$4.00	\$2.00
	PROSARO <sup>®</sup> PRO <sup>16</sup>	\$3.50	\$2.00
	PROPULSE <sup>®</sup>	\$3.00	\$1.50
	STRATEGO <sup>®</sup> PRO	\$2.00	\$1.25
<b>FIELDVIEW™ REWARDS*</b>	Qualify for a rebate on the TRAIT MATCH or UNMATCHED ACRES component	+ Have an active paid FieldView™ subscription	= 50% rebate on the cost of the FieldView™ subscription

\*Further terms and conditions apply. See 14 & 15.



## JOIN THE 2025 BAYERVALUE™ EAST REWARDS PROGRAM

If you were registered in 2024, you are automatically registered for 2025. Otherwise, you have three sign up options:

// Visit [GrowerPrograms.ca](http://GrowerPrograms.ca)

// Call us at 1 888-283-6847

// Talk to your local retail

Growers must be registered by July 31, 2025 to be eligible to receive benefits under the BayerValue™ East Rewards Program.

For complete offer details, please visit [GrowerPrograms.ca](http://GrowerPrograms.ca).



## Unlock more savings with BayerValue™ and FieldView™<sup>14, 15</sup>

There's never been a better time to introduce a digital platform to your farming operation. Collaborative digital tools take time and guesswork out of farm management. FieldView™ helps you collect and store field data to proactively monitor and mitigate risk, and provides insights on how to make the most on every acre.

Important legal information and full terms and conditions of the 2025 BayerValue™ East Rewards Program (also the "Program") are set out below.

### BayerValue Rules

1. 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 2025 BayerValue East Rewards Program is part of the BayerValue Program.
2. BayerValue Program rules ("BayerValue Rules") apply to all BayerValue Programs including the Program. The complete BayerValue Rules for the 2025 growing season are found at <http://www.cropscience.bayer.ca/Grower-Programs/BayerValue-East> or by calling the Bayer Rebate Fulfillment Centre at 1 888-283-6847.
3. The BayerValue Rules include consent from the grower respecting the collection, use and disclosure of personal information and use of commercial electronic messages for purposes discussed in the BayerValue Rules. For a summary of key BayerValue Rules privacy and consent terms visit [GrowerPrograms.ca](http://GrowerPrograms.ca).

### Program

4. Unless otherwise permitted by Bayer in its sole discretion, growers must be registered with the BayerValue Program prior to July 31, 2025 and comply with all terms and conditions of the BayerValue Rules and Program to be eligible to receive benefits under the Program.
5. Grower can only participate in and be reimbursed on the 2025 BayerValue East Rewards Program or the 2025 Hot Potatoes® Rewards Program but not both. The 2025 Hot Potatoes® Rewards Program is and shall be set out as a separate program. Grower can decide to change grower's participation in which of the above programs by July 31, 2025 by calling the Rebate Fulfillment Centre at 1 888-283-6847.
6. The Program is available to qualifying growers and their farming operations in British Columbia (other than the Peace River region), Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador.
7. Dollar qualification levels under the Program will be calculated using the suggested retail price ("SRP") for applicable products that will be publicly communicated by Bayer for the 2025 growing season. Bayer may change SRP's of applicable products in its sole discretion.
8. Eligible corn and soybean trait/seed products ("Trait") for the Program are: Roundup Ready® Corn 2, Roundup Ready 2 Yield® soybeans, Roundup Ready 2 Xtend® soybeans, SmartStax® RIB Complete® corn, SmartStax® PRO RIB Complete® corn, Trecepta® RIB Complete® corn, VT Double PRO® RIB Complete® corn, VT4PRO® RIB Complete® Corn and XtendFlex® soybeans from the following qualifying corn and/or soybean seed companies/brands in Canada: CROPLAN®, DEKALB®, ELITE, General Seeds, Maizec Seeds, DLF Pickseed, PRIDE Seeds, Prograin, Sevita® International, SeCan, and Thunder Seed.
9. Rewards are calculated based on matching acres on eligible crop protection ("Crop Protection") products and eligible Trait products. A min of 100 acres of Trait products must be purchased in order to qualify for savings. Any combination of 100 acres of corn and/or soybean Trait products may be purchased. Corn is calculated at 2.5 acres/bag and soybean at 0.74 acres/bag. Total Trait acres may be matched with each eligible Crop Protection brand acres, therefore allowing Trait acres to be used over and over again with each eligible match.
10. For each Crop Protection brand a minimum of \$1,000 is required for qualification. Once qualified within the Crop Protection brand, Crop Protection acres will be matched with eligible corn and soybean acres.
11. Unmatched acre savings on eligible Crop Protection, meaning acres without a Trait match either by having less than 100 acres of Trait or having excess to Trait matched acres or by fact that Trait was not purchased, require a qualification of a minimum of \$5,000 of eligible Crop Protection purchases (brands listed on the Program), and a minimum purchase of two eligible Crop Protection products at a minimum purchase level of \$1,000 each.
12. Roundup Xtend® will be calculated at 5 acres per smallest saleable unit, Roundup Xtend® 2 will be calculated at 7 acres per smallest saleable unit, XtendIMax® will be calculated at 15 acres per smallest saleable unit, XtendIMax® 2 will be calculated at 20 acres per smallest saleable unit, Sencor® 75DF will be calculated at 10 acres per 2.5 kg jug, Sencor® 480F will be calculated at 15 acres per 5 L jug, and Proline® will be calculated at 30 acres per 5.1 L jug (corn rate).
13. Proof of purchase of applicable products is required for the Program. If you purchased applicable products from a retailer providing transactional data to Bayer, the provision of invoices directly from a grower will not be required. If a grower purchased products from a retailer that is not providing transactional data, the grower needs to provide invoices directly to Bayer. If a grower does not know whether a retailer is providing transactional data to Bayer, ask the retailer or call Bayer at 1 888-283-6847.
14. Growers that have signed up for the BayerValue Program, paid for a FieldView™ subscription and account between October 1, 2024 and September 30, 2025 (and accepted Climate FieldView™ Terms of Use), purchased eligible products to qualify for either the TRAIT MATCH or UNMATCHED ACRES component of the BayerValue East Rewards program, and linked their FieldView™ account to their Bayer Customer Account Code - are eligible to earn a rebate of 50% of the cost of their FieldView™ subscription fee on their BayerValue Program rebate cheque. Limit of one rebate per farm entity (as defined in the BayerValue Rules). For further information and to set up a FieldView™ account and subscription please visit [ClimateFieldView.ca/BayerValue](http://ClimateFieldView.ca/BayerValue).
15. Services and products offered by Climate LLC are subject to the customer agreeing to our Terms of Service. Our services provide estimates or recommendations based on models. These do not guarantee results. Consult with your agronomist, commodity broker, or other industry professional before making financial, farming, or risk management decisions. More information at <https://climatefieldview.ca/legal/disclaimer>.
16. Converge® Flex, Infinity®, Prosoar® XTR, Roundup Xtend® with VaporGrip® technology and Xtendimax® with VaporGrip® technology will still qualify and be rewarded on the 2025 BayerValue East Rewards Program. Within the TRAIT MATCH component the reward level is \$3.00 per acre for either Converge® Flex or Prosoar® XTR, \$2.50 per acre Roundup Xtend® with VaporGrip® technology, \$2.00 per acre Xtendimax® with VaporGrip® technology, and \$1.50 per acre Infinity®. Within the UNMATCHED ACRES component the reward level is \$1.50 per acre Converge® Flex, \$1.75 per acre Prosoar® XTR, \$1.25 per acre Roundup Xtend® with VaporGrip® technology, \$1.00 per acre for either Xtendimax® with VaporGrip® technology or Infinity®.

**Bayer is a member of Excellence Through Stewardship® (ETS).** Bayer products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Bayer's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. These products have been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from these products can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for these products. Excellence Through Stewardship® is a registered trademark of Excellence Through Stewardship.

**ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS.** It is a violation of federal law to use any pesticide product other than in accordance with its labeling. NOT ALL formulations of dicamba or glyphosate are approved for in-crop use with products with Roundup Ready 2 Xtend® soybeans. NOT ALL formulations of dicamba, glyphosate or glufosinate are approved for in-crop use with products with XtendFlex® Technology. ONLY USE FORMULATIONS THAT ARE SPECIFICALLY LABELED AND APPROVED FOR SUCH USES. Contact the Pest Management Regulatory Agency with any questions about the approval status of dicamba herbicide products for in-crop use with Roundup Ready 2 Xtend® soybeans or products with XtendFlex® Technology.

**Roundup Ready® 2 Technology contains genes that confer tolerance to glyphosate. Products with XtendFlex® Technology contains genes that confer tolerance to glyphosate, glufosinate and dicamba. Roundup Ready 2 Xtend® soybeans contains genes that confer tolerance to glyphosate and dicamba. Glyphosate will kill crops that are not tolerant to glyphosate. Dicamba will kill crops that are not tolerant to dicamba. Glufosinate will kill crops that are not tolerant to glufosinate. Contact your Bayer retailer, refer to the Bayer Technology Use Guide, or call the technical support line at 1-888-283-6847 for recommended Roundup Ready® Xtend Crop System weed control programs.**

Bayer, Bayer Cross, BayerValue™, Buctril®, Converge®, Corvus®, DEKALB and Design®, DEKALB®, Delaro®, Infinity®, Laudis®, Option®, Proline®, Propulse®, Prosoar®, Puma®, RIB Complete and Design®, RIB Complete®, Roundup Ready 2 Technology and Design®, Roundup Ready 2 Xtend®, Roundup Ready 2 Yield®, Roundup Ready®, Roundup Transorb®, Roundup WeatherMAX®, Roundup Xtend®, Roundup®, Sencor®, SmartStax®, SmartStax® Pro RIB Complete®, Stratego®, Transorb®, Trecepta®, VaporGrip®, Varro®, Vios®, VT4PRO®, VT Double PRO®, XtendFlex® and XtendIMax® are trademarks of Bayer Group. Used under license. FieldView™ is a registered trademark of Climate LLC, Bayer CropScience Inc. licensee. Agrisure Viptera® is a registered trademark of a Syngenta group company. Used under license. Insect control technology provided by Vip3A is utilized under license from Syngenta Crop Protection AG. Used under license. Liberty®, LibertyLink® and the LibertyLink® logo are registered trademarks of BASF. Herculex® is a registered trademark of Dow AgroSciences LLC. Used under license. SmartStax® multi-event technology developed by Bayer and Dow AgroSciences. All other trademarks are the property of their respective owners. Bayer CropScience Inc. is a member of CropLife Canada. ©2024 Bayer Group. All rights reserved.

