

# 2024 BAYERVALUE WEST REWARDS PROGRAM



Maximize your rewards with BayerValue™ where you can save up to 25% on qualifying purchases between October 1, 2023 and September 30, 2024.

Visit [GrowerPrograms.ca](http://GrowerPrograms.ca) to find out more.



	SEGMENTS <sup>11</sup>				
	SEED TREATMENTS <sup>8</sup> (Min. 300 acres)	HERBICIDES (Min. 300 acres)		FUNGICIDES (Min. 300 acres)	
	EVERGOL® ENERGY RAXIL® PRO RAXIL® PRO SHIELD** STRESS SHIELD®***13 TRILEX® EVERGOL® TRILEX® EVERGOL® SHIELD**	CIRRAY™ INFINITY® / INFINITY® FX LAUDIS® OLYMPUS® ROUNDUP XTEND® 2 WITH VAPORGRIP® TECHNOLOGY TUNDRA® VARRO® / VARRO® FX VELOCITY® M3 XTENDIMAX® 2 WITH VAPORGRIP® TECHNOLOGY	BUCTRIL® M <sup>10</sup> PARDNER® <sup>10</sup> PUMA® ADVANCE <sup>10</sup> SENCOR® 75DF <sup>10</sup> THUMPER® <sup>10</sup>	DELARO® DELARO® COMPLETE PROLINE® GOLD PROSARO® PRO TILMOR®	PROLINE® PROSARO® XTR
<b>TRAIT REWARDS</b> Purchase a minimum of 500 acres of BAYER brand seed <sup>^</sup> and/or BAYER Trait <sup>9</sup> <small>QUALIFYING TRAITS: Roundup Ready® canola, TruFlex® canola, TruFlex® LibertyLink® canola†, Roundup Ready 2 Yield® soybeans, Roundup Ready 2 Xtend® soybeans, Roundup Ready® Corn 2, SmartStax® RIB Complete® corn, SmartStax® PRO RIB Complete® corn, Trecepta® RIB Complete® corn, and VT Double PRO® RIB Complete® corn</small>	5%	5%	-	5%	5%
<b>SEED TREATMENT REWARDS</b> Purchase a minimum of 500 acres of Seed Treatments	5%	5%	-	5%	5%
<b>SEGMENT SAVINGS<sup>11</sup></b> 2 Segments or 3 Segments Purchase a minimum of 300 acres per Segment	5% OR 10%	5% OR 10%	QUALIFIER	5% OR 10%	QUALIFIER
<b>THE INCREDIBLE BAYER OFFER™<sup>12</sup></b> Early purchase and/or early book 1,000 acres of qualifying herbicides by March 8, 2024	-	5%	QUALIFIER <sup>10</sup>	-	-
<b>FIELDVIEW™ REWARDS****</b>	Qualify for a minimum of two Crop Protection segments or minimum of 500 acres of Bayer brand seed and/or Bayer trait seed + Have an active paid FieldView™ subscription = 50% rebate on the cost of the FieldView™ subscription				
<b>TOTAL MAXIMUM SAVINGS</b>	<b>20%</b>	<b>25%</b>	<b>QUALIFIER</b>	<b>20%</b>	<b>10%</b>

<sup>^</sup>Qualification only products

\*\*Raxil® PRO Shield and Trilex® EverGol® Shield calculated at two times the acres for qualification purposes

\*\*\*Stress SHIELD® is a qualification product but is paid only on matching acres with Raxil® PRO and/or Trilex® and/or EverGol® Energy

\*\*\*\*Further terms and conditions apply. See 16 & 17.

<sup>^</sup> Includes DEKALB® LibertyLink® canola and DEKALB® TruFlex® LibertyLink® canola

<sup>†</sup> LibertyLink® Trait Technology is owned by BASF SE



EARLY PURCHASE AND/OR EARLY BOOK 1,000 ACRES OF BAYER HERBICIDES BY MARCH 8, 2024 AND SAVE 5% OF SRP ON ELIGIBLE PRODUCTS<sup>12</sup>

..... SAVE 5% .....

**ROUNDUP XTEND® 2 WITH VAPORGRIP® TECHNOLOGY**  
**XTENDIMAX® 2 WITH VAPORGRIP® TECHNOLOGY**

**CIRRAY™ LAUDIS® VARRO® VARRO® FX OLYMPUS® INFINITY® FX**

**TUNDRA® VELOCITY® M3**

ONLY 500 ACRES REQUIRED TO QUALIFY

Buctril® M, Pardner®, Puma® Advance and Thumper® are qualifiers for the Incredible Bayer Offer™<sup>10</sup>.

For complete Incredible Bayer Offer™ details and all other grower programming information, please visit [GrowerPrograms.ca](http://GrowerPrograms.ca).



Unlock more savings with BayerValue™ and FieldView™<sup>16, 17, 18</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.

**FieldView™ New Customer Hardware Program:** BayerValue™ customers who are purchasing a FieldView™ subscription for the first time or who have never used their Bayer Customer Account Code as a promo code before will be eligible for one free FieldView™ Drive Starter Kit at the time of purchase of their subscription.

Sign up today at [GrowerPrograms.ca](http://GrowerPrograms.ca).



**JOIN THE 2024 BAYERVALUE™ REWARDS PROGRAM**

If you were registered in 2023, you are automatically registered for 2024. 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, 2024 to be eligible to receive benefits under the BayerValue™ Rewards Program.

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

Important legal information and full terms and conditions of the 2024 BayerValue™ West Rewards Program (also a "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 2024 BayerValue West 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 2024 growing season are found at <http://www.cropscience.bayer.ca/Grower-Programs/BayerValue-West> 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).

**Programs**

4. Unless otherwise permitted by Bayer in its sole discretion, growers must be registered with the BayerValue Program prior to July 31, 2024 and comply with all terms and conditions of the BayerValue Rules and Program to be eligible to receive benefits under the Program.
5. The Program is available to qualifying growers and their farming operations in Peace River Region of British Columbia, Alberta, Saskatchewan and Manitoba.
6. All rewards under the Program will be calculated using the suggested retail price ("SRP") for applicable products that will be publicly communicated by Bayer for the 2024 growing season. Bayer may change SRP's of applicable products in its sole discretion.
7. Key components ("Component(s)") of the Program are the Seed Treatment Rewards, Segment Savings, The Incredible Bayer Offer™, FieldView™ Rewards and Trait Rewards. Key segments ("Segment(s)") of the Program are Seed Treatments Segment, Herbicides Segment, Fungicides Segment.
8. Eligible product rates for calculating the achievement of the minimum acreage requirements for the Program are: the application rate on the label of applicable products where a single label rate is defined; and the following deemed rates of the following applicable products: Raxil® PRO seed treatment – 65 acres per 10 L jug and Raxil® PRO SHIELD seed treatment – 130 acres per 10 L + 1.54 L unit, Trilex® EverGo® seed treatment – 110 acres per 1.5 L + 0.96 L unit, Trilex® EverGo® SHIELD – 220 acres per 1.5 L + 0.96 L + 6.25 L unit.
9. Eligible Bayer Trait products for the Trait Rewards are: Roundup Ready® Canola, TruFlex® canola and TruFlex® LibertyLink® canola from the following qualifying canola seed companies/brands in Canada: BrettYoung™, Brevant™ Seeds, CANTERRA SEEDS, CROPLAN®, DEKALB®, Nuseed®, Pioneer®, Proven Seed® and VICTORY®; and Roundup Ready® Corn 2, Trecepta® RIB Complete® corn, VT Double PRO® RIB Complete® corn, SmartStax® PRO RIB Complete® corn, SmartStax® RIB Complete® corn, Roundup Ready 2 Xtend® soybeans, Roundup Ready 2 Yield® soybeans, and XtendFlex® soybeans from the following qualifying corn and/or soybean seed companies/brands in Canada: BrettYoung™, CROPLAN®, DEKALB®, ELITE, MaizeX Seeds, NorthStar Genetics, DLF Pickseed, PRIDE Seeds, Prograin, Proven Seed®, Sevilla® International, SeCan and Thunder Seed. For the 2024 BayerValue West Rewards Program, DEKALB® LibertyLink® canola seed purchases will be included towards qualifying acres of Qualifying Trait canola products. Qualifying Trait acres for calculating the achievement of the minimum acreage requirements for the Programs are: a deemed 2.5 acres per corn bag, 0.74 acres per soy bag and 10 acres per canola bag.
10. Buctril® M, Pardner®, Puma® Advance and Thumper® herbicides do not receive any payments on the Program but are qualifiers for the 300 acres Herbicides Segment minimum, Incredible Bayer Offer™, Segment Savings and Trait Rewards. Sencor® 75 DF herbicide does not receive any payments on the Program but is a qualifier for the 300 acres Herbicides Segment minimum, Segment Savings and Trait Rewards. Sencor® 75 DF is not a qualifier for the Incredible Bayer Offer™.
11. Payments under the Program will not be made on any product in a Segment with less than 300 qualifying acres in the Segment.
12. Grower must early purchase and/or early book 1,000 acres of participating Bayer herbicide products between October 1, 2023 and March 8, 2024 to qualify under the Incredible Bayer Offer™. Velocity® and Tundra® are all-in-one products and will be counted as 2X the qualification acres for the Incredible Bayer Offer™ only. Velocity® and Tundra® will be counted as 1X for Herbicide Segment qualification.
13. Stress SHIELD® is a qualifier for the Seed Treatment Rewards Segment. It is only paid when also matched with purchases of Raxil® PRO and/or Trilex® EverGo® and/or EverGo® Energy seed treatments.
14. XtendIMax® and Roundup Xtend® will still qualify and be rewarded on the Program.
15. 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.
16. Growers that have: signed up for the BayerValue Program, paid for a FieldView™ subscription and account between October 1, 2023 and September 30, 2024 (and accepted Climate FieldView™ Terms of Use), purchased a minimum of two Crop Protection Segments or 500 acres of Bayer brand seed and/or Bayer Trait seed 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).
17. 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>.
18. BayerValue customers who are purchasing a FieldView™ subscription for the first time or who have never used their Bayer Customer Account Code as a promo code before will be eligible for one free FieldView™ Drive Starter Kit at the time of purchase of their subscription.

**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. TruFlex® canola contains Roundup Ready® 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® Technology** contains genes that confer tolerance to glyphosate. **Roundup Ready® 2 Technology** contains genes that confer tolerance to glyphosate. **LibertyLink® Technology** contains genes that confer tolerance to glufosinate. **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.

Insect control technology provided by **Vip3A** is utilized under license from Syngenta Crop Protection AG. Bayer, Bayer Cross, BayerValue™, Buctril®, Cirray™, DEKALB and Design®, DEKALB®, Delaro®, EverGo®, Infinity®, Laudis®, Olympus®, Pardner®, Proline®, Prosaro®, Puma®, Raxil®, RIB Complete and Design®, RIB Complete®, Roundup Ready 2 Technology and Design®, Roundup Ready 2 Xtend®, Roundup Ready 2 Yield®, Roundup Ready®, Roundup Xtend®, Roundup®, Sencor®, SmartStax®, SmartStax® Pro RIB Complete®, Stress SHIELD®, Thumper®, TILMOR®, Trecepta®, Trilex®, TruFlex®, Tundra®, VaporGrip®, Varro®, 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. license. Velocity® is a registered trademark of Bayer Group or its licensors. Used under license. Agrisure Viplera® is a registered trademark of a Syngenta group company. Used under license. Liberty®, LibertyLink® and the LibertyLink® logo are registered trademarks of BASF. Used under license. 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. ©2023 Bayer Group. All rights reserved.

