VALENT IS PROUD TO PARTNER IN THE BAYER PLUS REWARDS 2021 PROGRAM

Start earning today.

QUALIFY FOR PORTFOLIO REWARDS
Purchase two Portfolio Products to qualify for Valent Partner Product Incentives.

PURCHASE VALENT PRODUCTS
Get rewarded for qualifying Valent Partner Products.

EARN ON ROUNDUP® BRANDS
Purchase your Roundup® brand of choice to earn an additional $1/acre with every Valent brand.
Bayer PLUS Rewards
2021 Program

Start earning at MyBayerPLUS.com

2021 Program Requirements (9/1/20–8/31/21)

Seed counts as one product in program calculations (Grower Sales = GSD minus returns).
Paired Products count as one in program calculations (Sivanto® HL Insecticide 2 fl. oz. + Sivanto® Prime Insecticide 4 fl. oz. and Velum® Nematicide 6.5 fl. oz. + Velum® Total Insecticide 18 fl. oz.).
Partner Products are eligible for incentives up to highest number of matching acres from first two products in the Product Portfolio Incentives.
Growers can earn incentives on up to five eligible products in the Product Portfolio Incentives.
Growers must operate in qualifying geography** and purchase from an authorized retailer between September 1, 2020, and August 31, 2021.
Growers must have at least $1,500 in Bayer PLUS Rewards rebates at the time of redemption to claim incentive.
Redemption requests must exceed $500. 50% of rewards may be requested starting May 1, 2021, and 100% of rewards may be requested starting November 1, 2021. Rewards will expire April 30, 2022.

**Growers living in Alaska, California or Hawaii do not qualify for Bayer PLUS Rewards.

Product Portfolio Incentives

- Any 2 products: Earn $3/A
- Any 3rd product: Earn an additional $3/A
- Any 4th product: Earn an additional $4/A
- Any 5th product: Earn an additional $5/A

Roundup® Brand Agricultural Herbicide Incentives

- A Roundup® Brand Agricultural Herbicide + One or more eligible Product Portfolio herbicides: Earn $2/A

Agronomic Add-Ons

- Each Agronomic Add-On: Earn $0.50/A

Partner Product Incentives

- Each Eligible Partner Product: Must qualify for Product Portfolio Incentive and earn $2/A
- A Roundup® Brand Agricultural Herbicide*: Must qualify for Product Portfolio Incentive and earn an additional $1/A

*Grower must match acres with a Roundup Brand Agricultural Herbicide.
Visit MyBayerPLUS.com/terms for additional program details, calculator tool and terms and conditions.

Program Conditions

1. Bayer reserves the right to modify or withdraw this program or any portion thereof without prior notice.
2. Bayer reserves the final decision, in its absolute discretion, on whether purchasers are valid growers.
3. No commission, incentive, rebate, refund, discount or other promotional payment shall be paid on units of eligible products sold or applied during the 2021 Marketing Year.
4. The sale is made, in whole or in part, via an online electronic point of sale system unless approved by Bayer in writing.
5. Bayer reserves for a period of three (3) years from the 2021 Marketing Year the right to audit compliance with all terms and conditions of this program.
6. Bayer reserves the right to debit future payments due or otherwise seek reimbursement if errors are discovered after payments have been issued.

Program Data

Product Match Rate Per Acre

Program incentives and conditions for eligible products and mix rates are detailed on MyBayerPLUS.com. Bayer reserves the right to modify or withdraw this program or any portion thereof without prior notice.

Insecticides

- Oberon® 4SC Insecticide/Miticide
- Sivanto® HL Insecticide
- Sivanto® Prime Insecticide

Nematicides

- Velmum® Nematicide
- Velmum® Total Insecticide

Roundup® Brand Agricultural Herbicide Incentives

- Roundup PowerMAX® Herbicide
- Roundup PowerMAX® II Herbicide
- Roundup PowerMAX® 3 Herbicide
- Roundup WeatherMAX® Herbicide
- RT 3® Herbicide

Agronomic Add-Ons

- Stance 110SC Plant Growth Regulator
- Gaucho® XT FS Insecticide/Fungicide
- Leverate® 360 Insecticide
- Norton® SC Herbicide
- Roundup® PowerMAX® Herbicide
- Roundup® PowerMAX® 3 Herbicide
- Trilex® Advanced Seed Treatment
- Varro® Herbicide
- Zeal® SC Miticide

Partner Product Incentives

- Cobara® Herbicide
- Fierce® Herbicide
- Fierce® EZ Herbicide
- Fierce® MTZ Herbicide
- Select Max® Herbicide with Inside Technology™
- Valor® EZ Herbicide

Program Operations

Program administration and verification of sales and product usage and compliance with the Program Terms and Conditions are required.

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Always Read and Follow Pesticide Label Directions:

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EARN $2/ACRE ON THESE QUALIFYING VALENT PRODUCTS:

FIERCE
FIERCE EZ
FIERCE XLT
FIERCE MTZ
SELECTMAX
MAULER
VALOR EZ
COBRA
ZEAL

See full program details inside.
Fierce® brand herbicides have multiple effective modes of action to give your fields a strong start and protect yields. Get up to 8 weeks of powerful broad spectrum control over tough and resistant weeds and grasses with Fierce brand herbicides.

Valor® EZ Herbicide provides a proven preemergence foundation to control tough weeds with up to 6 weeks of residual control.

Cobra® Herbicide controls more than 54 problem weeds faster than other herbicides with no concerns to rotated crops. Additionally, tests have shown Cobra suppresses white mold.

Select Max® Herbicide with Inside Technology™ provides the fastest and most powerful way to control grasses and volunteer Roundup Ready® corn. The patented formulation dramatically outperforms other postemergence grass herbicides.

Mauler® Herbicide is a preemergence herbicide designed to be tank mixed with Valor, Fierce or Warrant® brand herbicides, delivering an additional effective mode of action against resistant weeds.

Zeal® SC Miticide offers long-lasting control of mites, including two-spotted spider mite, Banks grass mite and other species of spider mite in a single application.