

Welcome to the all-new BASF Ag Rewards

2019 GROWER PROGRAM EASTERN CANADA

Offer Period: October 1, 2018 – September 30, 2019

To be eligible for Baseline, Bonus and Elite Rewards, growers must purchase \$5,000 or more of BASF Products.¹ Purchases must include products from at least two segments, with a minimum of 40 acres from each segment.

1 Segment		2 Segment		3 Segment		4 Segment		5 Segment	
Integrity	Optill, Eragon LQ	Conquest LQ, Pursuit, Engenia, Sefina	Marksman	Armezon PRO	Frontier Max, Zidua SC, Prowl H2O, Forum	Headline AMP, Priaxor, Cabrio Plus	Caramba, Cotegra, Sercadis		

Baseline Reward	Purchase from all Five Segments	12%	12%	12%	12%	12%	12%	12%	12%
	Purchase from Four Segments	8%	8%	8%	8%	8%	8%	8%	8%
	Purchase from Three Segments	5%	5%	5%	5%	5%	5%	5%	5%
	Purchase from Two Segments	3%	3%	3%	3%	3%	3%	3%	3%

Bonus Rewards	Corn Herbicide Bonus Purchase minimum 40-acres of Marksman herbicide and 40-acres of Armezon PRO herbicide.				2%	2%			
	Fungicide Bonus Purchase minimum 200-acres from any product (or combination of products) in Segments 4 and/or 5.							3%	3%
	Integrity Bonus Purchase minimum 160-acres of Integrity herbicide.	7%							
	Liberty/InVigor Bonus Purchase minimum 40-acres of Liberty herbicide or 40-acres of InVigor canola seed ² .	1%	1%	1%	1%	1%	1%	1%	1%

MAXIMUM TOTAL SAVINGS	20%	13%	13%	15%	15%	13%	16%	16%
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CALCULATE YOUR SAVINGS								
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Elite Reward

Purchase \$100,000 or more of BASF Products (including InVigor hybrid canola seed and Liberty herbicide) and receive a 1% reward on all BASF Products (excluding InVigor hybrid canola seed and Liberty herbicide).

¹ Qualifying BASF Products now include InVigor® hybrid canola seed and Liberty® herbicide.

² Growers are required to sign, or have already signed, a Liberty and Trait Agreement (LTA) and operate in full compliance as per the requirements outlined within the signed LTA.

2019 EASTERN GROWER PROGRAM

Terms and Conditions

- Offer Period:** The 2019 Grower Rewards Program (Eastern Canada) (the "Offer") is administered by BASF Canada Inc. o/a BASF Canada ("BASF") and begins on October 1, 2018 at 7:00 a.m. Eastern Time ("ET") and ends on September 30, 2019 at 11:59 p.m. ET (the "Offer Period").
- Eligibility:** The Offer is open to Canadian growers who: (i) reside in Ontario, New Brunswick, Nova Scotia, Newfoundland and Labrador, Prince Edward Island, British Columbia (excluding the Peace River Region of British Columbia) and Quebec; (ii) are the owner, operator or designated representative of a farm (the "Farm"); and (iii) have reached the legal age of majority in their province of residence (each, an "Eligible Participant"). These Official Terms and Conditions (the "Terms") govern this Offer and must be followed by all Eligible Participants at all times. By agreeing to participate in the Offer, each Eligible Participant is signifying his/her agreement to unconditionally comply with, and be legally bound by, these Terms. This Offer is not available to buying groups, relationship groups (including but not limited to any BASF reward group) or any individual or entity other than an Eligible Participant as defined above.
- How to Qualify for the Offer:** To qualify for the Offer, an Eligible Participant must fully comply with these Terms (as determined by BASF in its sole and absolute discretion) and must, during the Offer Period, make purchases from an authorized Eastern Canadian retailer that consist of \$5,000 CAD or more (exclusive of fees and taxes, calculated using the Suggested Retail Price ("SRP"), of the following BASF Products (the "BASF Product(s)"):
 - Herbicides:** ARMEZON®, ARMEZON PRO, ASSIGNMENT®, BANVEL® II, BASAGRAN®, BASAGRAN FORTÉ, CLEAN SWEEP®, CONQUEST® LQ, DISTINCT®, ENGENIA™, ERAGON® LQ, FRONTIER® MAX, INTEGRITY®, LIBERTY®, MARKSMAN®, OPTILL®, OUTLOOK®, POAST® ULTRA, PROWL® H2O, PURSUIT®, and ZIDUA® SC
 - Fungicides:** ACROBAT® and/or FORUM™, CABRIO® PLUS, CANTUS®, COTEGRA®, CARAMBA®, HEADLINE®, HEADLINE AMP, LANCE®, PRIAXOR®, SERCADIS®, and TWINLINE®.
 - Seed:** INVIGOR® CANOLA SEED
 - Insecticides:** SEFINA™

For information on the SRP of the BASF Products listed in these Terms, please contact your authorized Eastern Canadian retailer.

All decisions regarding whether or not an Eligible Participant has qualified for the Offer will be made by BASF in its sole and absolute discretion and shall be considered to be final and binding without right of appeal. Additionally, Eligible Participants must earn a minimum Total Reward (as defined by Section 8 below) of \$50 to Qualify for the Offer.

- How to Qualify for a Baseline Reward:** To be eligible to earn a Baseline Reward (a "Baseline Reward"), an Eligible Participant must (i) qualify for the Offer in accordance with Section 3; and (ii) purchase (from an authorized Eastern Canadian retailer at the SRP) a minimum of forty (40) acres of qualifying reward products (each a "Qualifying Reward Product") in any two (2) or more of the five (5) BASF Segments (each, a "Segment") as set-out below. For the avoidance of any doubt: (i) there is a minimum purchase threshold of forty (40) acres of Qualifying Reward Products per Segment; and (ii) an Eligible Participant must purchase Qualifying Reward Products from at least two (2) Segments. The percentage of the Baseline Reward that an Eligible Participant is eligible to earn will be determined as follows:

(minimum 40 acres per segment to qualify)	Segment 1		Segment 2		Segment 3		Segment 4	Segment 5
	Integrity	Optill, Eragon LQ	Conquest LQ, Pursuit, Engenia, Sefina	Marksmen	Armezon PRO	Frontier Max, Zidua SC, Prowl H2O, Forum	Headline AMP, Priaxor, Cabrio Plus	Caramba, Cotegra, Sercadis
Purchase from all Five Segments	12%	12%	12%	12%	12%	12%	12%	12%
Purchase from Four Segments	8%	8%	8%	8%	8%	8%	8%	8%
Purchase from Three Segments	5%	5%	5%	5%	5%	5%	5%	5%
Purchase from Two Segments	3%	3%	3%	3%	3%	3%	3%	3%

- How to Qualify for a Bonus Reward:** An Eligible Participant who qualifies for the Offer in accordance with Section 3 and for a Baseline Reward in accordance with Section 4 is eligible to earn one (1) or more Bonus Rewards (each, a "Bonus Reward"), as follows:

Bonus Reward	Requirements to Qualify :
	NOTE: All orders/purchases outlined herein must be made through an authorized Eastern Canadian retailer. All Bonus Rewards are calculated using the SRP.
Corn Herbicide Bonus	To qualify, during the Offer Period an Eligible Participant must: <ul style="list-style-type: none"> Purchase a minimum of forty (40) acres of Marksmen herbicide; and Purchase a minimum of forty (40) acres of Armezon PRO herbicide IMPORTANT NOTE: For Eligible Participants residing in Quebec only: To qualify, during the Offer Period, an Eligible Participant must: <ul style="list-style-type: none"> Purchase a minimum of forty (40) acres of Marksmen and/or Engenia; and Purchase a minimum of forty (40) acres of Armezon PRO
Fungicide Bonus	To qualify, during the Offer Period an Eligible Participant must: <ul style="list-style-type: none"> Purchase a minimum of two hundred (200) acres of Headline AMP, and/or Priaxor, and/or Cabrio Plus, and/or Cotegra, and/or Caramba, and/or Sercadis fungicide(s)
Integrity Bonus	To qualify, during the Offer Period an Eligible Participant must: <ul style="list-style-type: none"> Purchase a minimum of one hundred and sixty (160) acres of Integrity herbicide
Liberty/InVigor Bonus	To qualify, during the Offer Period an Eligible Participant must: <ul style="list-style-type: none"> Purchase a minimum of forty (40) acres of Liberty herbicide; or Purchase a minimum of forty (40) acres of InVigor Canola seed

IMPORTANT NOTE REGARDING INVIGOR

In order for InVigor canola to qualify as a BASF Product or for the Liberty/InVigor Bonus Reward, the Eligible Participant must sign, have in full force and effect and continuously comply with the Liberty® and Trait Agreement (the "LTA") respecting the purchase and use of LibertyLink® Seed and Liberty Herbicide (as those terms are defined in the LTA). This Offer is void on all products if any products are used on seed, or plants grown from seed, derived from certified InVigor hybrid canola seed or if InVigor hybrid canola seed or Liberty herbicide is used contrary to the LTA.

To obtain information about the LTA, and to complete an LTA, Eligible Participants should call AgSolutions® Customer Care at 1-877-371-BASF (2273) or email (basf@basf-agsolutions.ca). Signed LTA Forms must be submitted by the Eligible Participant's eligible Eastern Canadian Retailer either by mail, fax or online via BASF's LTA Portal no later than **July 9, 2019**.

The percentage of the Bonus Reward(s), if any, that will be added to an Eligible Participant's Baseline Reward will be determined as follows:

	(minimum 40 acres per segment to qualify)	Segment 1		Segment 2		Segment 3		Segment 4	Segment 5
		Integrity	Optill, Eragon LQ	Conquest LQ, Pursuit, Engenia, Sefina	Marksman	Armezon PRO	Frontier Max, Zidua SC, Prowl H20, Forum	Headline AMP, Priaxor, Cabrio Plus	Caramba, Cotegra, Sercadis
Baseline Reward	Purchase from all Five Segments	12%	12%	12%	12%	12%	12%	12%	12%
	Purchase from Four Segments	8%	8%	8%	8%	8%	8%	8%	8%
	Purchase from Three Segments	5%	5%	5%	5%	5%	5%	5%	5%
	Purchase from Two Segments	3%	3%	3%	3%	3%	3%	3%	3%
	Corn Herbicide Bonus*				Add 2%				
	Fungicide Bonus						Add 3%		
	Integrity Bonus	Add 7%							
	Liberty/Invigor Bonus				Add 1%				
	Max Total Savings	20%	13%	13%	15%	15%	13%	16%	16%

*Engenia is a qualifying product for the Corn Herbicide Bonus only for Eligible Participants residing in Quebec. The 2% Corn Herbicide Bonus will be applied to Marksman and/or Engenia purchases in Segment 2 and Armezon PRO purchases in Segment 3 for Eligible Participants residing in Quebec only.

By way of example only: If an Eligible Participant qualifies for the Offer in accordance with Section 3 and purchased 160 acres of Integrity + 200 acres of Caramba + 100 acres of Engenia, the Eligible Participant would be eligible for a Baseline Reward of 5% on Integrity, a Baseline Reward of 5% on Caramba, and a Baseline Reward of 5% on Engenia. In addition, the Eligible Participant would be eligible for the Integrity Bonus and would receive a Bonus Reward of 7% on Integrity.

By way of example only: If an Eligible Participant qualifies for the Offer in accordance with Section 3 and purchased 100 acres of Eragon LQ + 100 acres of Engenia, the Eligible Participant would be eligible for, a Baseline Reward of 3% on Eragon LQ, and a Baseline Reward of 3% on Engenia. The Eligible Participant would not qualify for a Bonus Reward.

By way of example only: If an Eligible Participant qualifies for the Offer in accordance with Section 3 and purchased 200 acres of Integrity, the Eligible Participant would not be eligible for a Baseline Reward, nor any Bonus Reward(s).

By way of example only: If an Eligible Participant qualifies for the Offer in accordance with Section 3 and purchased 200 acres of Headline AMP + 200 acres of Caramba, the Eligible Participant would be eligible for a Baseline Reward of 3% on Headline AMP and a Baseline Reward of 3% on Caramba. In addition, the Eligible Participant would be eligible for the Fungicide Bonus and would receive a Bonus Reward of 3% on Headline AMP and Caramba purchases.

- How to Qualify for an Elite Reward:** An Eligible Participant who (i) qualifies for the Offer in accordance with Section 3; (ii) qualifies for a Baseline Reward in accordance with Section 4; and (iii) makes purchases during the Offer Period from an authorized Eastern Canadian retailer that consist of \$100,000 CAD or more (exclusive of fees and taxes) of BASF Products is eligible to earn an additional reward related to all Elite Qualifying Products (as defined below) purchased by the Eligible Participant from an authorized Eastern Canadian retailer during the Offer Period (the "**Elite Reward**"). The value of the Elite Reward is calculated as 1% of the SRP (exclusive of fees and taxes) of the Elite Qualifying Products purchases which qualify for the Elite Reward (the "**Elite Reward Percentage Value**"). The following are each an Elite Qualifying Product (the "**Elite Qualifying Products**"):

 - Herbicides:** ARMEZON, ARMEZON PRO, ASSIGNMENT, BANVEL II, BASAGRAN, BASAGRAN FORTÉ, CLEAN SWEEP, CONQUEST LQ, DISTINCT, ENGENIA, ERAGON LQ, FRONTIER MAX, INTEGRITY, MARKSMAN, OPTILL, OUTLOOK, POAST ULTRA, PROWL H20, PURSUIT, and ZIDUA SC
 - Fungicides:** ACROBAT and/or FORUM, CABRIO PLUS, CANTUS, COTEGRA, CARAMBA, HEADLINE, HEADLINE AMP, LANCE, PRIAXOR, SERCADIS, and TWINLINE
 - Insecticides:** SEFINA
- Reward Percentage and Bonus Reward Calculation:** BASF will determine the Reward Percentage Value (the "**Reward Percentage Value**") that an Eligible Participant is eligible to receive pursuant to these Terms. The Reward Percentage Values outlined in Sections 4 and 5 represent the percentage that BASF will use to calculate the amount of the Baseline Reward (and, as applicable, Bonus Reward(s)) (collectively, the "**Total Reward on Qualifying Reward Products**") that an Eligible Participant is eligible to receive as a reward, exclusive of taxes, on each case of the applicable Qualifying Reward Product(s) purchased in accordance with these Terms. The Elite Bonus Reward outlined in Section 6 represents the percentage that BASF will use to calculate the amount that an Eligible Participant is eligible to receive as a reward, exclusive of taxes, on each case of the applicable Elite Qualifying Products purchased in accordance with these Terms, (the "**Total Reward on Elite Qualifying Products**").
- The calculation of Total Reward on Qualifying Reward Products and the Total Reward on Elite Qualifying Products (collectively, the "**Total Reward**") will be based on SRP in Eastern Canada multiplied by the corresponding Reward Percentage Values and Elite Reward Percentage Value for the applicable Qualifying Reward Products and Elite Qualifying Products, respectively. Retailers have complete autonomy to determine the resale pricing for the products described herein and may choose to sell such products at prices which are different from those suggested by BASF. Total Rewards will be calculated on a per acre basis, using all Qualifying Reward Products and Elite Qualifying Products purchased, including partial cases.

Prior to qualifying for the Offer, the Eligible Participant will be required to accept and agree to be legally bound by these Terms. In addition, the Eligible Participant will have the opportunity to agree to the terms and conditions contained within the BASF Grower Privacy Consent and the BASF Commercial Electronic Messages Consent (the "**Consent Forms**"). Copies of the Consent Forms can be obtained by contacting **AgSolutions** Customer Care at 1-877-371-BASF (2273). An Eligible Participant may subsequently withdraw his/her consent to receive electronic communications at anytime without affecting their eligibility for this Offer.

If an Eligible Participant completes all of the foregoing steps in accordance with these Terms (as determined by BASF in its sole and absolute discretion), then the Eligible Participant will be eligible to qualify for the Offer and to receive a Total Reward. **There is a limit of one (1) Total Reward per Farm.**

- Products and Related Conditions:** For the purposes of the Offer, the BASF Products will have the following label rates:

Qualifying Product	Application Rate [†]	Unit Size	Acres/Unit
ACROBAT		Case	80
ARMEZON PRO		Case	40
BANVEL II		Case	40
CABRIO PLUS		Case	22
CANTUS		Case	160
CARAMBA		Case	40
CLEAN SWEEP		Case	20
CONQUEST LQ		Case	40
COTEGRA		Case	70
ENGENIA		Case	40

Qualifying Product	Application Rate [†]	Unit Size	Acres/Unit
ERAGON		Case	120
ERAGON LQ		Case	160
FORUM		Case	50
FRONTIER MAX		Case	60
HEADLINE		Case	80
HEADLINE AMP		Case	40
INTEGRITY		Case	60
INVIGOR CANOLA SEED	10 acres per 22.7kg bag	Bag	-
LANCE		Case	25

Qualifying Product	Application Rate [†]	Unit Size	Acres/Unit
LIBERTY 200		Case	20
MARKSMAN		Case	20
OPTILL		Case	120
OUTLOOK		Case	52
PRIAXOR		Case	160
PROWL H20		Case	20
PURSUIT		Case	39
SEFINA		Case	80
SERCADIS		Case	20
ZIDUA SC		Case	80

[†]Seeding rate varies depending on variety and are subject to change, please visit agsolutions.ca for updates.

- Verification:** BASF reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to BASF): (i) for the purposes of verifying an Eligible Participant's eligibility to participate in this Offer; (ii) for the purposes of verifying the legitimacy of any Data (as defined below in Section 12b), BASF Products/Qualifying Reward Products/Elite Qualifying Products and/or other information; and/or (iii) for any other reason BASF deems necessary, in its sole and absolute discretion, for the purposes of administering this Offer in accordance with BASF's interpretation of the letter and spirit of these Terms. Failure to provide such proof to the complete satisfaction of BASF within the timeline specified by BASF may result in disqualification in the sole and absolute discretion of BASF. All determinations regarding whether or not an Eligible Participant is eligible to earn a Total Reward in accordance with these Terms (and, if so, the amount of such Total Reward) will be made by BASF in its sole and absolute discretion. If it is discovered by BASF (using any evidence or other information made available to or otherwise discovered by BASF) that any Eligible Participant (or any person or entity purporting to be an Eligible Participant) has attempted to use multiple names, multiple identities and/or any other means not expressly sanctioned by these Terms to participate in or disrupt this Offer, then he/she may be disqualified from the Offer in the sole and absolute discretion of BASF.

11. **Notification and Confirmation:** If an Eligible Participant has been deemed by BASF, in its sole and absolute discretion, to be eligible to qualify for the Offer and to receive a Total Reward, then the Eligible Participant may be notified by a representative of BASF. If an Eligible Participant: (i) cannot accept (or is unwilling to accept) the Total Reward for any reason; and/or (ii) is determined to be in violation of BASF's interpretation of the letter and/or spirit of these Terms (all as determined by BASF in its sole and absolute discretion); then the Total Reward shall, in the sole and absolute discretion of BASF, be forfeited in its entirety and the Eligible Participant will be disqualified from participating in the Offer.
12. **Additional Conditions:**
- This Offer does not apply to any Elite Qualifying Products and/or Qualifying Reward Products and/or BASF Products that are returned for any reason whatsoever or for any Elite Qualifying Products and/or Qualifying Reward Products and/or BASF Products purchased for resale.
 - Retailers are required to submit customer transactional data relating to Orders and Purchase Transactions (the "Data") on behalf of Eligible Participants to BASF. Offer eligibility will be determined by BASF, in its sole and absolute discretion, using this Data. All Data must be submitted by the retailer to BASF by no later than **October 9, 2019** in order for such Data to be eligible for the purposes of this Offer.
 - If an Eligible Participant who has earned a Total Reward pursuant to this Offer returns any BASF Products/Qualifying Reward Products/Elite Qualifying Products to a retailer after September 30, 2019, then the Eligible Participant shall be required to return or repay the value of the Total Reward (or the applicable portion of the Total Reward) by contacting **AgSolutions** Customer Care at 1-877-371-BASF (2273). Failure to do so will result in a deduction from the Eligible Participant's future year's program reward(s).
13. The following combinations of Qualifying Reward Products will each count as one (1) inter-changeable Qualifying Reward Product for the purposes of this Offer:

Qualifying Product Combinations	One (1) inter-changeable Qualifying Product for the purposes of this Offer
ACROBAT, FORUM	FORUM
CANTUS, LANCE, COTEGRA	COTEGRA
ENGENIA, BANVEL II	ENGENIA
ERAGON LQ, ERAGON	ERAGON LQ
FRONTIER MAX, OUTLOOK	FRONTIER MAX
HEADLINE, HEADLINE AMP	HEADLINE AMP

This Offer is subject to the full terms and conditions available at: agsolutions.ca/rewards/east

Always read and follow label directions.

COTEGRA, ENGENIA, FORUM, and SEFINA trade-marks; and **AgSolutions**, ACROBAT, ARMEZON, ASSIGNMENT, BANVEL, BASAGRAN, CABRIO, CANTUS, CARAMBA, CLEAN SWEEP, CONQUEST, DISTINCT, ERAGON, FRONTIER, HEADLINE, INTEGRITY, INVIGOR, LANCE, LIBERTY, LIBERTYLINK, MARKSMAN, OPTILL, OUTLOOK, POAST, PRIAXOR, PROWL, PURSUIT, SERCADIS, TWINLINE, and ZIDUA are registered trade-marks of BASF; all used with permission by BASF Canada Inc. CABRIO PLUS, CANTUS, CARAMBA, COTEGRA, FORUM, HEADLINE, HEADLINE AMP, PRIAXOR, SERCADIS and/or TWINLINE fungicides should be used in a preventative disease control program. © 2019 BASF Canada Inc.

Connect with us. We're here for you.

For more information, reach out to us anytime.

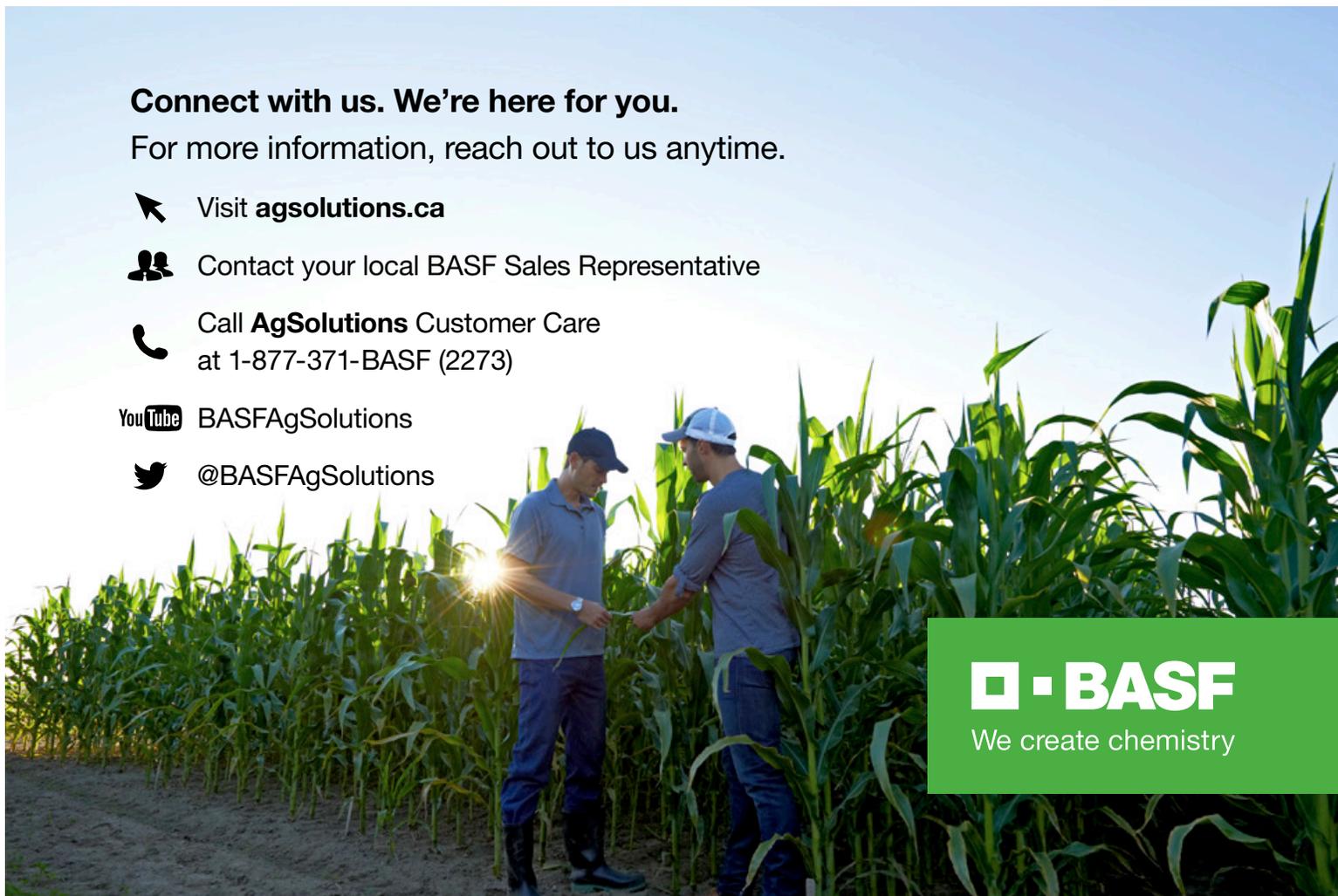
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 Contact your local BASF Sales Representative

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