

2021 FMC CEREAL REACH GROWER OFFER

For FMC Cereal Herbicides &
Belchim Manipulator® PGR
Ontario, Quebec & the Maritimes



***Control your toughest weeds. Keep your crop standing.
Reap the rewards of an easier harvest and maximum yield potential.***

The **2021 FMC Cereal Reach Grower Program** delivers cleaner, shorter, stronger, better cereals. Purchase matching acres of Belchim Manipulator® plant growth regulator and any of FMC's in-crop cereal herbicides listed below and get a \$1/acre rebate. Belchim Manipulator PRG delivers an early season boost to reduce lodging for improved harvestability and yield potential. And FMC in-crop herbicides control your toughest weeds to reduce competitive pressure and keep fields cleaner for an easier harvest.

PROGRAM DETAILS

Grower Matching Acre Rebate Target	Reward on matching acres
2021 OTG Rebate: 1. Barricade® M herbicide, Refine® M herbicide &/ or Refine® SG herbicide Matched with: 2. Belchim Manipulator® plant growth regulator	\$ 1.00 / acre

Rates for all acre calculations outlined below. Rebate to be paid to Retailer and retailer to pass along to grower as end of season rebate. For the purpose of this program, 2021 OTG sales is defined as net sales by retailer to grower for the period between **November 1st 2020 to October 31st 2021**.

ELIGIBLE PRODUCTS & RATES

Grower Matching Acre Rebate Eligible Products		Acre Calculation for Matching Acres
Eligible Product List for Matching Acres	Unit Size	
Barricade® M herbicide	Case (486g+3.4L+7.6L)	40 acres / case
(&/or) Refine® M herbicide	Case (486g+7.6L)	40 acres / case
(&/or) Refine® SG herbicide	Jug (486g)	40 acres / jug
Matched with: Belchim Manipulator® plant growth regulator	Jug (10L)	14 acres / jug

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PROGRAM RULES AND CONDITIONS

1. No enrolment is required. Growers who purchase a minimum of one unit (40 acres) of FMC branded in-crop cereal herbicide (Barricade® M herbicide, Refine® M herbicide or Refine® SG herbicide) and purchase the corresponding eligible product Manipulator® plant growth regulator between November 1st, 2020 and October 31st, 2021 will automatically qualify for the rebate outlined above.
2. Only eligible products listed in the table above are entitled for the offer. Products other than those outlined above do not qualify.
3. For fulfillment, matching acre purchase of Manipulator® plant growth regulator is required to be from the same retailer as the eligible FMC in-crop cereal herbicides. All eligible purchases must be made from an authorized crop protection retailer with CropLife Phase III facilities.
4. Eligible Growers and Retailers are only in the Provinces of Ontario, Quebec and the Maritimes.
5. Rebates will not be paid on sales of FMC Canada products to: (i) other retailers or otherwise not to growers, or (ii) growers outside of Ontario, Quebec, New Brunswick, Nova Scotia, Newfoundland or Prince Edward Island, or (iii) to growers more than one hundred and sixty (160) kilometers from the applicable retail sales location with respect to the sale.
6. Barricade® M herbicide, Refine® M herbicide or Refine® SG herbicide sales to be calculated based on the application rates listed in the above table (40 acres per case or jug unit). This translates to a reward potential for matching acres of \$40 per unit of FMC branded in-crop cereal herbicide.
7. Manipulator® plant growth regulator matching acre sales to be calculated based the application rate outlined in the above table (14 acres per 10 litre jug).
8. Growers may purchase more than one brand of FMC in-crop cereal herbicides. The cumulative total purchases of FMC in-crop cereal herbicides will be matched to Manipulator® plant growth regulator.
9. Matching acre purchases count only once in the calculations.
10. FMC Canada reserves the right to audit all sales of FMC Canada products by the Retailer to growers in order to confirm the accuracy of the sales and to adjust if necessary, any affected rebates retroactively.
11. Rebate will be calculated based on data submitted by retailer on behalf of grower as specified by FMC Canada. Rebates are paid on net OTG sales by customers, less product returns.
12. Payment of this incentive will be paid by FMC by January 2022. All payments will be made only to the Retailer named in the agreement and not to specific individuals. Retailer is responsible for rebate payment disbursement to qualified growers.
13. Any product overpayment will be refunded to FMC Canada by the Retailer or will be deducted from future program payments at the election and discretion of FMC Canada.
14. Any claims for discrepancies in program payments must be received in writing by FMC Canada by February 1, 2022.
15. Additional Programming: Participating growers may be eligible for additional FMC programs or rebates. See Terms and Conditions of any other programs for program eligibility.
16. Information and Data Usage: By participating in the 2021 Cereal Reach Offer, the grower acknowledges that their retailer(s) will submit purchase information, which may include personally identifiable information such as contact information and all necessary FMC product purchase data from the Grower and the Retailer, on their behalf to FMC Company and authorizes FMC, their affiliates and any third parties designated by FMC to use such information provided for the following purposes:
 - i. Calculation, administration and carry through of this program
 - ii. As a basis to send information that is relevant and useful to the grower or respond to grower queries.
 - iii. To provide baseline data to improve the program in the future to further benefit the Grower
 - iv. Other required purposes that require the Grower to consent to as permitted and required by law
 - v. Certain of these affiliates or third parties may be located in countries outside of Canada. If a grower does not wish to receive product/offering information from FMC, the grower can contact FMC at 1-833-362-7722. For more information on how FMC handles information, visit privacy.FMC.ca.
17. This program may be modified, amended or cancelled by FMC Canada in its sole discretion.