

2021 FMC CEREAL REACH GROWER OFFER

For FMC Cereal Herbicides & Belchim Manipulator® PGR
Western Canada



***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 PGR 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. Any FMC In-Crop Cereal Herbicide (listed below) Matched with: 2. Belchim Manipulator® plant growth regulator	\$ 1.00 / acre

Rates for all acre calculations outlined below. Rebate to be paid to grower as part of 2021 FMC Cashback. 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® II herbicide	Case	40 acres / case
Predicade® herbicide	Case	40 acres / case
Refine® M herbicide	Case	40 acres / case
Refine® SG herbicide	Jug (486g)	40 acres / jug
Travallas® herbicide	Jug (8L)	40 acres / jug
PrecisionPac® herbicides: • Cross Spectrum: CS-100-12, CS-100-2525, CS-75-12, CS-75-2525, CS-100-23235, CS-75-23235 • Broadleaf: PP-2525, PP-23235, PP-3317, DB-8454, Triton® C	Registered rates	Acres
Matched with: Belchim Manipulator® plant growth regulator	Jug (10L)	14 acres / jug

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PROGRAM RULES AND CONDITIONS

1. Growers who purchase a minimum of 40 acres of FMC in-crop cereal herbicides and purchase the corresponding eligible product Manipulator® plant growth regulator between November 1st, 2020 and October 31st, 2021 will 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. A minimum of 40 acres of any combination of FMC In-Crop cereal herbicides is required to qualify for the program.
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.
4. Eligible Growers are only in the Provinces of British Columbia, Alberta, Saskatchewan or Manitoba and are the owner, operator or designated representative of a farm. In order to qualify for the above rebate, eligible products must be used by the same grower who purchased them, on a single farming operation.
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 British Columbia, Alberta, Saskatchewan or Manitoba, or
 - (iii) to growers more than one hundred (100) kilometers from the applicable retail sales location with respect to the sale.
6. Barricade® II herbicide, Refine® M herbicide, Refine® SG, Predicade® or Travallas® 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. The Unit of Measure for FMC PrecisionPac® blends will be acres. FMC PrecisionPac® Post-Emergent In-Crop blends will vary in quantity of acres dispensed per Grower bag. Perimeter® II herbicide will not count towards PrecisionPac® blend acres and is not an eligible product in this program.
8. 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).
9. Matching acre purchases count only once in the calculations.
10. Rebate Calculations: Retailers will submit grower purchase/retailer sales information on behalf of the grower for rebate payment by October 31st, 2021. Rebates are paid on net sales purchase data as provided but the retailer(s), less product returns.
11. Rebate Payment: Program rebate will be paid as part of 2021 FMC Cashback. FMC reserves the right to audit all sales of FMC products by the distributor / retailer to growers in order to confirm the accuracy of the sales and adjust if necessary, any affected rebates retroactively.
12. Overpayment: Any product overpayment will be refunded to FMC Canada by the customer or will be deducted from future program payments at the election and discretion of FMC Canada.
13. Program Discrepancies: Any claims for discrepancies in program payments must be received in writing by FMC Canada by December 30th, 2021.
14. Retailer Qualifications: All herbicide purchases must be made from an authorized crop protection retailer with CropLife Phase II facilities.
15. Product Returns: Growers will not receive rebates for products that are returned for any reason. It is the sole responsibility of the Grower to advise FMC if a return has occurred after the issuance of the Grower's rebate cheque. Failure to do so, constitutes fraud and renders the program rebate null and void and potentially could be subject to legal action.
16. Additional Programming: Participating Growers may be eligible for additional FMC programs or rebates. See Terms and Conditions of any other programs for program eligibility.
17. Minimum Cheque Rebate: FMC reserves the right not to send a rebate cheque for less than \$100.00 in total rebate dollar value to the Grower.
18. 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.
19. Prior Notice: FMC reserves the right to modify this program at its sole discretion. Program subject to change without notice.