



New for 2021: Pounce® 384EC insecticide is now registered for control of both crucifer **AND** striped flea beetle.

**POUNCE**  
384EC  
INSECTICIDE

**FMC** | An Agricultural Sciences Company

# WHAT'S BUGGING YOU? PROGRAM

**Get cash back on cutworm, flea beetle — and even grasshopper and bertha armyworm — control when you purchase both Pounce® 384EC insecticide and Coragen® insecticide.**

**POUNCE**  
384EC  
INSECTICIDE

Cost-effective flea beetle control in canola and cutworm control in canola, cereals, corn, flax, lentils, peas, potatoes, sugar beets and sunflowers.

**CORAGEN**  
INSECTICIDE

Fast, broad-spectrum, extended control of key pests such as cutworms, diamondback moths, bertha armyworms and grasshoppers, with minimal impact to many important beneficial insects.

When it comes to insect control, there's what you know and there's what you don't know. You know insects are coming. You don't always know which type, how bad or exactly when. Being locked into **ONE** insect control solution isn't always helpful.

**Back by popular demand! The 2021 What's Bugging You? Program from FMC Canada.**

**WHEN YOU BUY TWO 10L JUGS OR MORE OF POUNCE 384EC INSECTICIDE, YOU WILL RECEIVE A \$120/JUG REBATE ON ANY AND ALL OF YOUR CORAGEN INSECTICIDE PURCHASED.**

**That's the savings. The flexibility comes in how you use your Pounce 384EC insecticide and Coragen insecticide.**



1. **Cutworms and flea beetles bugging you?** Apply both Pounce 384EC insecticide and Coragen insecticide on the same acres for a powerful knockdown and residual defense.



2. **Flea beetles (only) bugging you?** Apply Pounce 384EC insecticide on its own and know that you're covered with rebate "insurance" should you need Coragen insecticide for later season insect pests like grasshoppers or bertha armyworm.



3. **Cutworms (only) bugging you?** Coragen insecticide can be applied any time in the day. It controls hatching insects all the way through to adult stages and as a bonus, delivers superior residual activity.



4. **Late season pests bugging you?** When you're in the program, we've got you covered for later season pests that might hop on over.

This timing and rate flexibility comes from having two effective, complementary but **separate** products in Pounce 384EC insecticide and Coragen insecticide. You can't do this with the co-formulated products that are out there.

**Ask your retailer today about a great price on reliable, flexible insect control.**



# WHAT'S BUGGING YOU? PROGRAM

## 2021 What's Bugging You? Program Terms and Conditions

- Offer Period:** The 2021 What's Bugging You? Program (the "Offer") is administered by FMC Canada ("FMC") and begins on November 1, 2020 and concludes on October 31, 2021.
- Eligibility:** The offer is open to Canadian Growers who reside in British Columbia, Alberta, Saskatchewan or Manitoba and are the owner, operator or designated representative of a farm.
- Enrolment:** Growers who meet the minimum unit purchase qualification of Pounce® 384EC insecticide are automatically eligible to receive this offer on all their Coragen® insecticide purchases during the offer period.
- Qualification and Rebate:**
  - Grower purchases a minimum of two 10 L jugs of Pounce® 384EC insecticide. (320 acres at the recommended 160 ac/10 L jug flea beetle rate)
  - Once Pounce® 384EC insecticide purchase qualifier is met, Grower is eligible to receive an end of season rebate of \$120 per 6 L jug or \$76 per 3.79 L jug on all Coragen® insecticide purchases during the offer period.  
*Purchases do not need to be on the same invoice or from the same retailer to qualify.*
- Qualifying units of Pounce® 384EC insecticide and end of season rebate for Coragen® insecticide will be calculated via the logic in Appendix A. If minimum qualifying unit purchase for Pounce® 384EC insecticide is not reached, no rebate will be paid on Coragen® insecticide purchases.
- Rebate Calculations:**
  - Retailers will submit Grower purchase / retailer sales information on behalf of the Grower for rebate payment by October 31, 2021.
  - Rebates are paid on net sales purchase data as provided by the retailer(s).
  - Rebates will be calculated and paid on a unit basis as indicated in Appendix A.
- Rebate Payment:**
  - FMC reserves the right to audit all sales of FMC products by the distributor / retailer to Growers to confirm the accuracy of the sales and to adjust, if necessary, any affected rebates retroactively.
  - Growers will receive this offer as an after-season rebate based on data submitted by their retailer.
  - Rebates will be calculated and paid as described in Appendix A.
- Overpayment:** Any program overpayment will be refunded to FMC by the customer or will be deducted from future program payments at the election and discretion of FMC.
- Program Discrepancies:** Any claims for discrepancies in program payments must be received in writing by FMC by December 30, 2021.
- Grower Usage:** In order to qualify for the above rebates, eligible products must be used by the same Grower who purchased them, on a single farming operation.
- Retailer Qualifications:** All eligible purchases must be made from an authorized crop protection retailer with CropLife Phase III facilities.
- 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 Growers' rebate cheque. Failure to do so, constitutes fraud and renders the program rebate null and void and potentially could be subject to legal action.
- Additional Programming:** Participating Growers may be eligible for additional FMC programs or rebates. See Terms and Conditions of any other programs for program eligibility.
- Information and Data Usage:** By enrolling in the 2021 FMC What's Bugging You? Program 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 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:
  - Calculation, administration and carry through of this program
  - As a basis to send information that is relevant and useful to the Grower or respond to grower queries
  - To provide baseline data to improve the program in the future to further benefit the Grower
  - Other required purposes that require the Grower to consent to as permitted and required by law
    - 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: [ag.fmc.com/ca/en/privacy-policy](https://ag.fmc.com/ca/en/privacy-policy).
- 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.
- Prior Notice:** FMC reserves the right to modify this Program in its sole discretion. Program subject to change without notice.

## Appendix A – Pounce® 384EC Insecticide and Coragen® Insecticide Rates

Product	PMRA Registration Number	SKU Size	Rate (Acres/Unit)*	Rebate Eligibility (\$/Unit)
Pounce® 384EC Insecticide	16688	10 L	160/Jug	Not eligible for rebate Minimum 2 jugs qualifier
Coragen® Insecticide	28982	6 L	60/Jug	\$120
Coragen® Insecticide	28982	3.79 L	38/Jug	\$76

\*Acre/Unit rates calculated based on key pests in canola. Please refer to product labels for further crop & insect specific label rates.