

Grow Smart™

Planning Advantage

Protecting crops and bottom lines



More than 70% of growers cite farm planning as their most important activity.*

As part of our Grow Smart Advantages, BASF supports growers throughout the planning process.

BASF offers you a special reward for early season planning or the opportunity to earn savings and support all season long when you purchase BASF fungicide products — Priaxor® fungicide and Headline® AMP fungicide.

Your reward comes in the form of incentives on all qualifying purchases.

Early Commitment – Enroll by January 31, 2017

- Grower may earn \$100 for every enrolled gallon of Priaxor fungicide and Headline AMP fungicide purchased.

In-Season Purchase – Between February 1, 2017, through September 30, 2017

- Grower may earn \$50 for every gallon of Priaxor fungicide and/or Headline AMP fungicide purchased. No additional herbicide purchase is necessary.
- Grower may earn \$75 per gallon on Priaxor fungicide and/or Headline AMP fungicide purchases if the grower purchases (1) matching BASF herbicide.**
- Grower may earn \$85 per gallon on Priaxor fungicide and/or Headline AMP fungicide purchases if the grower purchases (2) matching BASF herbicides.**



**Receive \$100
off your next
qualified BASF
fungicide
purchase**

**For full terms and conditions on Planning Advantage, please visit us online:
GrowSmartAdvantages.com**

Always read and follow label directions.

In the event that Grower chooses to refuse to provide consent or to subsequently withdraw consent to the collection and/or use of Grower's Personally Identifiable Information ("PII") by BASF, then Grower shall no longer be eligible for payments under this Program and BASF shall be unable to access the required data regarding Grower's qualification under the Program. Grower's disqualification will be effective as of the date of Grower's decision to refuse or withdraw consent to the collection and/or use of Grower's PII by BASF, and will be retroactive to the initial enrollment date in the Program. Grow Smart is a trademark and Priaxor and Headline AMP are registered trademarks of BASF. © 2016 BASF Corporation. All rights reserved. APN 16-MKT-0074

* Purdue Center For Food and Agricultural Business, 2013 Large Commercial Producer Survey. **Terms and conditions apply. Please visit growersadvantage.basf.us for full program details and qualifications.