Good business comes from good agronomics. That’s why BASF is introducing the **2020 BASF Agronomic Advantage**. Focused on providing the right agronomic solution for the highest yield potential, the 2020 BASF Agronomic Advantage allows the flexibility to choose the best agronomic solution for your farm.

The 2020 BASF Agronomic Advantage makes your herbicide decision simpler. Make an agronomic plan with your agronomist, BASF Authorized Retailer or BASF representative.

**AGRONOMIC FOCUS**

The 2020 BASF Agronomic Advantage focuses on the best agronomic approach to get you cleaner fields and higher yields. Our agronomic program is focused on what works for you, on your farm.

**SIMPLE**

You work with your local trusted advisors to make the best plan. We kept our program simple – no calculator required. You earn higher yields and a stewardship incentive from BASF for the products you used.

**FREEDOM TO CHOOSE**

With the 2020 BASF Agronomic Advantage, you choose the products and practices that are best for you and your farm.

On-farm ERADICATION of herbicide-resistant weeds is possible with the right tools:

**Herbicide Tactics**
- Spray at appropriate timing and weed size
- Use labeled rates
- Optimize applications
- Overlap residuals
- Use multiple EFFECTIVE sites of action

**Non-herbicide Tactics**
- Scouting
- Tillage
- Manual control
- Narrow rows
- Crop diversity, i.e., cover crops
- Equipment sanitation

Visit [AgronomicAdvantage.com](http://AgronomicAdvantage.com) for more information and to see how you can have cleaner fields and higher yields.
Layering sites of action is critical.
Right Rates, Right Products, Right Sites of Action.

### 2020 AGRONOMIC ADVANTAGE HERBICIDE PROGRAM

**Program Period:** October 1, 2019, through September 30, 2020.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>PARTICIPATING BRANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase two participating BASF herbicides and matching acres will <strong>earn $0.50/A.</strong></td>
<td>All BASF-branded herbicides¹</td>
</tr>
<tr>
<td>Additional herbicide purchases, matched acres <strong>earn $0.50/A.</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Effective Areas:** All states within the U.S. or as specified within Program Details.

¹ Excludes private-label Clarity, Optill and Poast herbicides. Refer to full program terms and conditions for further details. Visit www.AgronomicAdvantage.com for full list of participating BASF herbicides.

### SEED BONUS

**Program Period:** October 1, 2019, through September 30, 2020.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>PARTICIPATING BRAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase InVigor® canola seed and Liberty herbicide and growers may <strong>earn $50/seed unit.</strong></td>
<td>InVigor canola seed Liberty herbicide</td>
</tr>
<tr>
<td>Purchase FiberMax® and/or Stoneville® cotton seed and Engenia® and/or Liberty herbicide and growers may <strong>earn $6.40/A.</strong></td>
<td>FiberMax and Stoneville cotton seed, Engenia herbicide, Liberty herbicide</td>
</tr>
</tbody>
</table>

**Effective Areas:** All states within the U.S. or as specified within the program details.

² Liberty and/or Engenia are required as one of the BASF Soybean herbicides to earn incentive.

² Refer to full program terms and conditions at www.AgronomicAdvantage.com for further details.

### 2020 GROWER FINANCE

Finance your BASF crop protection and seed purchases with 0% financing.¹

**0%**

**FIXED APR**

Talk to your BASF Authorized Retailer to finance your BASF purchases through John Deere Financial or Rabo AgriFinance. Purchase three or more BASF brands with a minimum sales value of $15,000 and get 0% financing.

**All season long and with no payments due until December 2020!²**

¹ Terms and conditions apply. Refer to full program terms and conditions at www.AgronomicAdvantage.com for further details.

² Cotton seed purchases are due in January 2021.
SOYBEAN FUNGICIDE PAIR-UP PROGRAM

**Program Period:** October 1, 2019, through September 30, 2020

<table>
<thead>
<tr>
<th>PARTICIPATING BASF BRAND</th>
<th>ACTIVITY</th>
<th>INCENTIVE</th>
<th>INCENTIVE PAID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priaxor® fungicide</td>
<td>BASF Authorized Grower must purchase equal amounts of Priaxor fungicide and a participating qualifying fungicide at the prescribed use rate per acre, 4 fl oz/A of each participating brand, by September 30, 2020</td>
<td>BASF Authorized Grower may earn $3/A on qualifying purchases.</td>
<td>December 2020</td>
</tr>
</tbody>
</table>

**PARTICIPATING QUALIFYING BRAND**

Any solo propiconazole-containing fungicide labeled for control or suppression of frogeye leaf spot in soybeans.

Effective areas: AL, AR, DE, IA, IL, IN, KY, LA, MD, MS, MO, NE, OH, NC, SC, SD, TN, TX, VA

Refer to full program terms and conditions at [www.AgronomicAdvantage.com](http://www.AgronomicAdvantage.com) for further details.

CREDENZ® REPLANT PROGRAM – MIDWEST REGION

**Program Period** – October 1, 2019, through September 30, 2020

**QUALIFYING BASF BRAND**

All Credenz soybean brands

**SHARED RISK COVERAGE**

Seed shared risk percentages are based on untreated Suggested Retail Price

- 75% of Suggested Retail Price per 140k Unit of Credenz soybean seed if untreated
- 100% of Suggested Retail Price per 140k Unit of Credenz soybean seed if treated with any fungicide and any insecticide

Sales by authorized Credenz retailers in the following states: CT, DE, IA, IL, IN, KS, MA, ME, MI, MD, MN, MO (all counties excluding: Bollinger, Butler, Cape Girardeau, Dunklin, Mississippi, New Madrid, Pemiscot, Scott, Stoddard and Wayne), ND, NE, NH, NJ, NY, OH, PA, SD, and VA (north of the James River), VT, WI, WV

Refer to full program terms and conditions at [www.AgronomicAdvantage.com](http://www.AgronomicAdvantage.com) for further details.

CREDENZ REPLANT PROGRAM – SOUTH REGION

**Program Period** – October 1, 2019, through September 30, 2020

**QUALIFYING BASF BRAND**

All Credenz soybean brands

**SHARED RISK COVERAGE**

Seed shared risk percentages are based on untreated Suggested Retail Price

- 50% of Suggested Retail Price per 140k Unit of Credenz soybean seed if untreated
- 75% of Suggested Retail Price per 140k Unit of Credenz soybean seed if treated with any fungicide and any insecticide

Sales by authorized Credenz retailers in the following states: AL, AR, FL, GA, KY, LA, specific counties in MO (includes: Bollinger, Butler, Cape Girardeau, Dunklin, Mississippi, New Madrid, Pemiscot, Scott, Stoddard and Wayne), MS, NC, OK, SC, TN, TX and VA (south of the James River)

Refer to full program terms and conditions at [www.AgronomicAdvantage.com](http://www.AgronomicAdvantage.com) for further details.

INVIGOR® REPLANT PROGRAM

**Program Period:** October 1, 2019, through September 30, 2020

**QUALIFYING BASF BRAND**

InVigor Canola seed

**ACTIVITY**

Growers who lost their first planting of InVigor canola seed due to wind, frost, hail, rain, soil crusting, temperature, disease or insects are eligible for replant seed at a reduced price

**SHARED RISK COVERAGE**

75% rebate on the second planting of InVigor canola seed on written-off acres

Refer to full program terms and conditions at [www.AgronomicAdvantage.com](http://www.AgronomicAdvantage.com) for further details.
**e3 COTTON PROGRAM**

**Program Period** – October 1, 2019, through September 30, 2020

<table>
<thead>
<tr>
<th>BASF QUALIFYING PRODUCTS</th>
<th>ACTIVITY</th>
<th>INCENTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FiberMax® and/or Stoneville® cotton seed</td>
<td>Grower must be enrolled in e3 Cotton Program and have valid e3 Grower Agreement</td>
<td>$2.50/bale incentive based on valid POS on all e3 sustainable cotton bales harvested</td>
</tr>
</tbody>
</table>

**COTTON SHARED-RISK PROGRAM – EAST**

**Program Period** – October 1, 2019, through September 30, 2020

Replant Brand Offer – Replant with FiberMax® and/or Stoneville® Cottonseed

<table>
<thead>
<tr>
<th>BASF QUALIFYING PRODUCTS</th>
<th>ACTIVITY</th>
<th>PER BAG GROWER RESPONSIBILITY</th>
<th>WHAT IS REIMBURSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FiberMax and Stoneville cotton seed</td>
<td>First Replant Only</td>
<td>$85</td>
<td>Grower Invoice Price (minus $85 grower responsibility) for seed, trait and Aeris/Trilex, Aeris/Trilex Advanced and COPeO Prime (if applicable); through June 30, 2020</td>
</tr>
</tbody>
</table>

For Stoneville cotton seed, COPeO Prime is included in base seed treatment. For FiberMax cotton seed, COPeO Prime is added to BASF applied premium seed treatment.

Replant Brand Offer – Replant with Credenz Soybeans

<table>
<thead>
<tr>
<th>BASF QUALIFYING PRODUCTS</th>
<th>ACTIVITY</th>
<th>PER BAG GROWER RESPONSIBILITY</th>
<th>WHAT IS REIMBURSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FiberMax and Stoneville cotton seed</td>
<td>Grower elects to replant with Credenz soybeans</td>
<td>$170 and 50% of Credenz soybeans</td>
<td>Grower Invoice Price (minus $170 grower responsibility) for cotton seed &amp; trait and 50% of suggested retail price of Credenz soybeans (minus dealer discount incentive); through June 30, 2020</td>
</tr>
</tbody>
</table>

Crop Loss Brand Offer

<table>
<thead>
<tr>
<th>BASF QUALIFYING PRODUCTS</th>
<th>ACTIVITY</th>
<th>PER BAG GROWER RESPONSIBILITY</th>
<th>WHAT IS REIMBURSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FiberMax and Stoneville cotton seed</td>
<td>Cotton crop loss</td>
<td>$170 and Aeris/Trilex, Aeris/Trilex Advanced and COPeO Prime (if applicable)</td>
<td>Grower Invoice Price (minus $170 grower responsibility) for cotton seed and trait; loss occurs within 60 days of final planting</td>
</tr>
</tbody>
</table>
COTTON SHARED-RISK PROGRAM – WEST

Program Period – October 1, 2019, through September 30, 2020

Replant Brand Offer – Replant with FiberMax® and/or Stoneville® Cotton Seed

<table>
<thead>
<tr>
<th>BASF QUALIFYING PRODUCTS</th>
<th>ACTIVITY</th>
<th>PER BAG GROWER RESPONSIBILITY 220K</th>
<th>170K</th>
<th>WHAT IS REIMBURSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FiberMax and Stoneville cotton seed LibertyLink®, GlyTol®, TwinLink®, TwinLink Plus, Roundup Ready® Flex, Bollgard II XtendFlex® and Bollgard 3 XtendFlex® Technologies, Aeris®/Trilex®, Aeris®/Trilex® Advanced COPeO® Prime</td>
<td>First Replant Only</td>
<td>$0 for FM 1830GLT, FM 2334GLT and FM 2574GLT or $25 all other varieties</td>
<td>$20 for all other varieties</td>
<td>Grower Invoice Price (minus $0/$25/$20 grower responsibility) for seed, trait and Aeris/Trilex, Aeris/Trilex Advanced and COPeO Prime (if applicable)*</td>
</tr>
<tr>
<td></td>
<td>Yield less than 175 lb</td>
<td>$100</td>
<td>$80</td>
<td>Grower Invoice Price (minus $100/$80 grower responsibility) for seed and trait*</td>
</tr>
</tbody>
</table>

* Through May 15, 2020, in South Texas; remaining geographies through June 30, 2020

Replant Brand Offer – Replant with Credenz® Soybeans

<table>
<thead>
<tr>
<th>BASF QUALIFYING PRODUCTS</th>
<th>ACTIVITY</th>
<th>PER BAG GROWER RESPONSIBILITY 220K</th>
<th>170K</th>
<th>WHAT IS REIMBURSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FiberMax and Stoneville cotton seed LibertyLink, GlyTol, TwinLink, TwinLink Plus, Roundup Ready Flex, Bollgard II XtendFlex and Bollgard 3 XtendFlex Technologies</td>
<td>Grower elects to replant with Credenz soybeans</td>
<td>$170 and 50% of Credenz soybeans</td>
<td>$135 and 50% of Credenz soybeans</td>
<td>Grower Invoice Price (minus $170/$135 grower responsibility) for cotton seed and trait and 50% of suggested retail price of Credenz soybeans (minus Dealer Discount)*</td>
</tr>
</tbody>
</table>

* Through May 15, 2020, in South Texas; remaining geographies through June 30, 2020

Visit AgronomicAdvantage.com for more information and to see how you can have cleaner fields and higher yields.

Engenia Herbicide is a U.S. EPA Restricted-Use Pesticide.
Always read and follow label directions. Refer to full program terms and conditions for further details. Armeson, Basagran, Beyond, Cadre, Clarity,Clearpath, COPeO, Credenz, Distinct, Engenia, Facet, GlyTol, FiberMax, Invigor, Liberty, LibertyLink, Newpath, Optill, Outlook, Poast, Priaxor, Pursuit, Provista, Prowl, Raptor, Rely, Sharpen, Status, Stoneville, TwinLink, Xtens, Treevix, Varisto, Verdict and Zidua are registered trademarks of BASF. Aeris and Trilex are registered trademarks of Bayer. Bollgard ExtendFlex, Roundup Ready and Xtend are registered trademarks of Monsanto. John Deere Financial is a registered trademark of Deere & Company. Rabo AgriFinance is a registered trademark of Rabobank. © 2019 BASF Corporation. All rights reserved. 19-COM-0002.