



News Release

Bayer
Crop Science Division
800 North Lindbergh Blvd.
St. Louis,
MO 63167
Tel. 919-549-2000

Bayer Announces 2019 Roundup Ready PLUS® Crop Management Solutions Platform and Incentives

St. Louis, MO (November 15, 2018) – For more than a decade, thousands of farmers across the country have utilized Roundup Ready PLUS® Crop Management Solutions for weed control recommendations and incentives to utilize residual herbicides as part of an integrated weed management system. Bayer announced today a more robust, and simplified, Roundup Ready PLUS program for the 2019 season.

Bayer has made a concerted effort to simplify the program, breaking the incentives down into a three-step process, allowing growers to control weeds and cash-in on easy-to-earn incentives.

Step 1: Grower purchases a qualifying Roundup® brand agricultural herbicide.

Step 2: Growers can earn \$2/acre on each qualifying residual herbicide purchase (maximum of four applications per qualifying Roundup brand agricultural herbicide application).

Step 3: Growers can earn up to \$2/acre for purchasing additional herbicides or crop protection products, such as XtendiMax® herbicide with VaporGrip® Technology.

“Growers trust Roundup Ready PLUS to provide high performing weed management recommendations and valuable incentives,” said Scott Burchette, Bayer Crop Protection Systems Lead. “Growers have a lot of choices to make, and this simplified Roundup Ready PLUS program makes it easier to choose the right products and the right incentives.”

New to the platform this year, Bayer will be adding additional products from their crop protection portfolio, including herbicides, fungicides, insecticides and plant growth regulators.

“Through Roundup Ready PLUS, growers and retailers will have the opportunity to experience Bayer’s portfolio firsthand,” said Robert Schrick, Bayer Strategic Business Lead. “By combining Bayer’s expansive crop protection portfolio with Roundup brand agricultural herbicides and XtendiMax herbicide brand, Bayer can offer growers great products and a full farm solution in way that we couldn’t before.”

Roundup Ready PLUS Crop Management Solutions was developed in conjunction with leading academics and industry partners to help farmers improve their weed control, especially tough-to-manage and glyphosate resistant

weeds. The Roundup Ready PLUS website includes an incentive calculator, as well as weed management recommendations by crop. To see a full list of eligible products, or for more information about the Roundup Ready PLUS program, visit RoundupReadyPLUS.com.

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About Bayer

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2017, the Group employed around 99,800 people and had sales of EUR 35.0 billion. Capital expenditures amounted to EUR 2.4 billion, R&D expenses to EUR 4.5 billion. For more information, go to www.bayer.com.

Contact:

Brian Leake, 314-694-5107

brian.leake@bayer.com

XtendiMax® herbicide with VaporGrip® Technology is part of the Roundup Ready® Xtend Crop System and is a restricted use pesticide. ALWAYS READ AND FOLLOW DIRECTIONS FOR USE ON PESTICIDE LABELING. It is a violation of federal and state law to use any pesticide product other than in accordance with its labeling. XtendiMax® herbicide with VaporGrip® Technology and products with XtendFlex® Technology may not be approved in all states and may be subject to use restrictions in some states. Check with your local product dealer or representative or U.S. EPA and your state pesticide regulatory agency for the product registration status and additional restrictions in your state. For approved tank-mix products and nozzles visit XtendiMaxApplicationRequirements.com

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