

Bayer CropScience's Promise and Commitment to Growers Just Got 15% Better

Effective immediately, Bayer CropScience is repositioning its price for the entire portfolio of cereal wild oat herbicides by as much as 15% off suggested retail prices. This Brand Promise reinforces Bayer CropScience's commitment to innovative quality products at valued prices.

Growers will benefit from price adjustments of the following Bayer CropScience herbicides:

	Puma ^{®120} Super	Puma Advance	Tundra [™]	Velocity [™] m3	Thumper [®] Total
Previous SRP	\$18.25	\$20.80	\$31.05	\$28.50	\$28.50
New SRP	\$15.25	\$17.80	\$28.05	\$26.50	\$26.50
BayerValue Program		\$15.80	\$23.05*	\$24.50	\$24.50
Tank-mix with Infinity	\$22.50	\$23.05			

*Save \$1/ac on the first 160 acres

All 2010 purchases and 2009 inventory will be adjusted accordingly to reflect the new SRP.

"Bayer CropScience wanted to express our support for growers and the industry by offering price reductions on our leading cereal wild oat herbicides," explains Al Driver, Vice-President of Marketing and Business Development with Bayer CropScience.

This is not the first time Bayer CropScience has substantially reduced its price on products to support western Canadian growers. "Our 2010 Brand Promise furthers our commitment to our farm customers and the sustainability of agriculture," says Driver.

All current grower programming will still be in place with no changes.

For more information on the price repositioning of the Cereal Wild Oat Herbicides, please contact your local Bayer CropScience Representative or call us at 1 888-283-6847.



Suite 200, 160 Quarry Park Blvd. SE, Calgary, AB T2C 3G3
T. 1 888-283-6847 • F. 1 888-570-9378 • BayerCropScience.ca or contact your Bayer CropScience representative