



The Chemical Company



Grower Headline Advantage Checklist

Online form available at www.headlineadvantage.com

Before you send in your application, please check that you have completed the following steps:

- Fill in all required fields including your contact information and gallons purchased.
- Include invoices from authorized retailers for all gallons purchased.
- Sign page 2 of the form after you have read the rules and conditions.
- Send this form and all materials to: **Grower Headline Advantage**
P.O. Box 222037
Charlotte, NC 28222

If you have any questions you can contact us at: **1-800-322-9596**



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Grower Headline Advantage Submission Form

Online form available at www.headlineadvantage.com

* Indicates required field

*First name *Last name

*Business/Farm name

*Street address

*City *State *ZIP

*Phone I do not have an e-mail address

*E-mail address

*Make rebate check payable to

*Mailing address (if different from business/farm address)

*City *State *ZIP

Total Crop Acres Is this your first time using Headline? Yes No

In 2010, I plan to/did:

CROP	ACRES PLANTED	ACRES TREATED WITH HEADLINE FUNGICIDE	ESTIMATED/ACTUAL DATE OF APPLICATION
Corn	<input type="text"/>	<input type="text"/>	/ /
Soybean	<input type="text"/>	<input type="text"/>	/ /
Wheat	<input type="text"/>	<input type="text"/>	/ /
Cotton	<input type="text"/>	<input type="text"/>	/ /
Rice	<input type="text"/>	<input type="text"/>	/ /
Peanuts	<input type="text"/>	<input type="text"/>	/ /
Potatoes	<input type="text"/>	<input type="text"/>	/ /
Other	<input type="text"/>	<input type="text"/>	/ /

Headline Fungicide Gallons Purchased

If purchased between November 1, 2009, and February 15, 2010	If purchased between February 16, 2010, and May 15, 2010	If purchased between May 16, 2010, and July 15, 2010
<input type="text"/>	<input type="text"/>	<input type="text"/>
gallons	gallons	gallons

*Total gallons purchased

*Retailer Name

*City *State

Retailer Name

City State

	STRONGLY DISAGREE	DISAGREE	NEUTRAL/NOT SURE	AGREE	STRONGLY AGREE
I will wait to see what my fields look like before I decide to use a fungicide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My goal is to maximize my return on investment on my operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My chemical retailer is my primary source of information about fungicides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe fungicide improves plant health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe fungicides increase yields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Only healthy plants can reach their full yield potential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are other benefits of plant health besides improved yields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fungicides are a good investment for my farm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use fungicides as an insurance policy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I only use broad spectrum fungicides so I know it will take care of all of my disease problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Program Rules and Conditions

Online form available at www.headlineadvantage.com

1. Only purchases from BASF Authorized Retailers will be eligible for reward payments. A list of all Authorized BASF Retailers is available on the website at www.HeadlineAdvantage.com.
2. Retailers should not accept Headline returns after September 30, 2010; in the event that Retailer accepts such a return, any payments made to a Grower under this program for such returned product shall be deducted from any payments otherwise due to Retailer from BASF.
3. Grower must submit all claim forms on or before August 31, 2010. All forms must be filled out completely and legibly, and must include the following: Grower name and address, Retailer name and address where submitted Headline gallons were purchased, and purchase quantity(ies). Proof of Product Purchase must be included with the incentive claim form at the time of submission. If no Proof of Product Purchase is submitted with the claim form, then the form will be disqualified. BASF will use reasonable efforts to notify Growers of any incomplete submissions that it receives.
4. Payment incentives will be paid to the party requested on the submission form, provided that the Proof(s) of Product Purchase match to the party submitting and signing the form.
5. No hand-written Proof of Purchase documents will be accepted. Proof of purchase invoice(s) must include retailer name, address, gallons of Headline purchased, purchase date and invoice number.
6. Grower may only claim the Headline gallons used on acres owned and/or controlled by the Grower.
7. BASF reserves the right to audit all program claims and reserves the right of final decision on payments due.
8. The Grower's pertinent records, which are sufficiently detailed (as determined by BASF in its discretion) to enable verification of Program compliance, shall be made available, upon request, to BASF or its independent accountant. If BASF or its independent accountant (in its sole judgment) determines that a claim for any benefit, payment or reward offered under any BASF program submitted by or on behalf of the Grower contains false, misleading, or inaccurate information, then BASF reserves the right to withhold all benefits, payments and rewards under all BASF programs until the discrepancies are resolved.
9. By signing the Headline Advantage submission form, the Grower agrees as follows:
 - a. To allow BASF for a period of one (1) year following the signing of the submission form, and without the requirement of further authorization or consent, to inspect and obtain copies of any and all: (i) Farm Service Agency ("FSA") crop reporting information on any land farmed by Grower, including, but not limited to, Summary Acreage History Report, Form 578 and any corresponding aerial photographs; (ii) Risk Management Agency ("RMA") documentation relating to any crops farmed by Grower; (iii) any and all dealer and retailer invoices for seed, fungicide, or other chemicals purchased by or for Grower; and (iv) any and all records or documents covering or relating to the storage, sale, or transfer of Headline fungicide.
 - b. To provide authorization and to sign any and all appropriate request forms that FSA, RMA, or other agencies may require for BASF to obtain the documents and information specified in section 9(a).
10. Any retailer or distributor believed to be participating in fraudulent activities will forgo all BASF program and incentive payments for the 2010 season. Fraudulent activities include but are not limited to back dating invoices, providing false invoices, submitting invoices as a grower, submitting invoices for non-growers, invoicing Headline fungicide sales where the retailer or distributor does not have such quantities of Headline in its inventory, and invoicing Headline fungicide without intending to transfer ownership.
11. BASF reserves the right to assign BASF obligations (including the obligation to make payment), in whole or part, under this program to a third party without notice to, or the consent of, the Grower.
12. BASF reserves the right to cancel or modify this program at any time without any notice

IMPORTANT: Signing this Grower Headline Advantage Submission Form means that you have **READ** and **AGREE TO** all the rules and conditions of the Grower Headline Advantage Reward Program above and that all information submitted on and with the submission form is true, accurate and complete.

Signature

Date

_____ / / _____

Headline is a registered trademark of BASF Corporation.