



Know Your Programs

2021 Crop Protection Manufacturer Programs and Pair-ups

Initial Thoughts

- Work with a CCA/sales agronomist that has your best interest in mind.
- Understand program structure and where to take advantage.
 - Understand use rates, minimums, and “Acres”.
 - Take advantage of 0% interest.
- Be aware of MOA/SOA within your planned crop protection program.
 - Know your low net cost per acre.

FMC

Overview

- Straight forward
 - Rebate for product used
 - Listed as \$/acre rebate – program lists default rates of used product to qualify as an acre.
 - JDF 0% financing available (\$10,000 purchase minimum)

Overview

- Simple pair up program
 - Liberty and Engenia herbicides are the “qualifying” products
 - Pair certain herbicides with these qualifiers for a \$2/acre rebate
 - Qualifying and pair up acres based on product use rates
 - 0% JDF financing available (\$5,000 min)
 - **If you submit BASF fungicide for financing you may also submit aerial/ground application costs at 0%



Overview

- 4 Category pair up program
 - Product portfolio incentive
 - Ranked pair up with increasing per acre rewards for each tier on selected products
 - Dekalb/Asgrow seed may count as a product – Channel seed does not
 - Roundup/Xtendimax incentive
 - Per acre rewards for pairing Roundup or Xtendimax with product portfolio herbicide
 - Agronomic add-ons
 - Per acre rewards for using listed seed treatment products
 - Must qualify for product portfolio or roundup/xtendimax incentives to be eligible
 - Partner product incentives
 - Per acre rewards for using certain partner products (Valent)
 - Must qualify for product portfolio incentives to be eligible

**All qualifiers and pair ups based on listed use rates



Overview

- 4 Part discount program
 - Corteva Cash
 - Grower is given a percentage of net seed invoice as Corteva cash to be used on select products
 - Corteva cash available for the **2022** season is earned by pairing Enlist herbicides with eligible soybean herbicides
 - ****To unlock Corteva cash grower must deposit and use \$7500 within there Truchoice account**
 - ****Corteva cash may not be used on glyphosate or pasture products**
 - Prepay Savings
 - By funding a Truchoice account growers are given an additional bonus %
 - Varies based by funding date and funding type (cash/finance)
 - Select Savings
 - Per acre rewards for using certain products
 - Enlist Ahead
 - Per acre rewards for using Enlist brand herbicides

****All qualifiers and pair ups based on listed use rates**



Ben Blair

Email: Ben@maxag.us

Office: 515-387-1374

Program Resources: www.maxag.us/program