

2024 HOLL CANOLA SEED PROGRAM

Take advantage of Richardson Rewards and earn a grain premium or crop inputs credit on your account based on canola seed and matching herbicide purchases.

PERFORMANCE programs are designed to offer products that help you increase yields and maximize ROI on your canola acres, all while rewarding continued partnership with Richardson Pioneer.

Contact your local Richardson Pioneer Ag Business Centre to learn more about the Richardson Rewards loyalty program.

DO MORE, EARN MORE



BOOK YOUR SEED

Book canola seed from any Richardson Pioneer Ag Business Centre between September 6, 2023 and November 15, 2023.



CHOOSE YOUR PERFORMANCE PROGRAM

Select the program tier that best meets the needs of your farm operation. The more program segments you participate in, the more rewards you'll earn.



GET REWARDED

Rewards are conveniently delivered back to you as a crop input credit on account or equivalent grain premium.

PERFORMANCE PROGRAMS

PERFORMANCE PLUS

Segment	Eligible Brands & Products	Earnings
Seed	All HOLL Canola Hybrids	\$2.00 / acre
In-Crop Herbicide	Liberty, Glyphosate	
Pre-Seed Add-in	Certitude, Command, Charge, Conquer II, Prospect, AIM, CF Blend	\$0.50 / acre
In-Crop Fungicide	Cotegra, Miravis, Proline, Soratel, Viatude	\$1.50 / acre
Pre-Harvest	Heat, Reglone Ion	\$1.00 / acre

RICHARDSON 
REWARDS UP TO **\$5/acre**

PERFORMANCE PRO

ADD-ON INNOVATIVE PRODUCTS THAT DRIVE YIELD, ROI, AND ENVIRONMENTAL STEWARDSHIP.

Participate in our *PERFORMANCE PLUS* program and you will be eligible for additional savings through the *PERFORMANCE PRO* tier. This program offers high performing and innovative products that help to meet environmental stewardship goals. All products are backed by the Richardson Pioneer *CropWatch Agronomy Team*.

Segment	Eligible Brands & Products	Earnings
Enhanced Efficiency Nitrogen Fertilizers	CIRRUSX, CIRRUSX PRO, ESN, SuperU, Neon Surface	\$1.00 / acre
Biologicals	PowerCoat	\$1.00 / acre
Variable Rate (VR) Scripts	Fertilizer, Crop Protection, Seed	\$1.00 / acre
Micronutrients and Biostimulants	ReLeaf Platinum, 42PHI Platinum, YaraVita Flex, YaraVita MULTICOP, Procote Brands, Nexus Granular Micronutrients, MicroChe Brands, Wave	\$1.00 / acre



RICHARDSON 
REWARDS UP TO AN ADDITIONAL **\$4/acre**

TERMS AND CONDITIONS

1. Qualifying seed must be purchased between August 1, 2023 and November 15, 2023, together with the in-crop herbicide, at the program price, as outlined by Richardson Pioneer, to be eligible to receive Richardson Rewards under PERFORMANCE PLUS and PERFORMANCE PRO tiers. Not all purchases of seed are eligible to receive Richardson Rewards.
2. Eligible growers must elect their Richardson Reward in relation to qualifying seed purchases as either a crop input credit with Richardson Pioneer or as a Richardson Pioneer grain premium by November 15, 2023. Growers who do not make an election by the applicable date will receive the Richardson Rewards as a crop input credit.
3. Richardson Rewards will be granted to the customer making the qualifying purchases as a crop input credit with Richardson Pioneer on the customer's account or (if the election is made for the qualifying seed and in-crop herbicide purchase) as a Richardson Pioneer grain premium.
4. PERFORMANCE PLUS and PERFORMANCE PRO Rewards are available exclusively as crop input credits with Richardson Pioneer and are not eligible for grain premium elections.
5. Richardson Rewards are non-transferable and may not be redeemed for cash payment.
6. Richardson Rewards for crop input purchases will be awarded based on purchases made from Richardson Pioneer between September 1, 2023 and July 31, 2024. Credit will be available to use for crop input purchases made after September 1, 2024.
7. Richardson Rewards grain premium may be used on new grain contracts made between October 31, 2023 and July 31, 2024. Grain contracts must specify a delivery period expiring not later than December 31, 2024. If a grain contract is not entered into before July 31, 2024, the grain premium reward will expire and no payment or credit will be made to the grower.
8. Grain premiums (if elected) which refer to \$2.00/acre will be calculated on the basis of a maximum of 0.2mt/acre for qualifying acres (that is, the grain premium will be applied as \$10.00 per metric tonne).
9. Rewards calculated on a per acre basis will be assessed based on recommended application rates for the applicable crop input product. If PERFORMANCE PLUS or PERFORMANCE PRO purchases are made for less than the total number of acres for which qualifying seed and in-crop herbicide is purchased, Richardson Rewards will be granted only for those acres in relation to which such crop inputs were purchased. Rewards will not be granted for PERFORMANCE PLUS or PERFORMANCE PRO acres in excess of the acres applicable to the qualifying seed and in-crop herbicide.
10. Richardson Rewards and qualifying purchases are available only for crop input purchases and grain deliveries in the Richardson Pioneer qualifying jurisdictions of British Columbia, Alberta, Saskatchewan and Manitoba.