



**The weather, insects, disease.
It seems like only one thing has to go wrong to fail.
But to succeed, a thousand things have to go right.**

Welcome to Headline Advantage.

Now the leader in disease control and Plant Health
puts more dollars per gallon into your pocket.

 **BASF**
The Chemical Company

One fungicide so effective, it contributes to the bottom line even before you plant a single seed.

More bushels per acre at harvest.

What does getting the most from every acre mean on your farm? This year and every year, **Headline**[®] fungicide makes the difference. The leader in disease control and Plant Health has the power to help make a bad year better and a good year great.

More dollars per gallon in your pocket.

This year, the difference starts even before planting. Participate in **Headline Advantage**, and BASF will refund you \$50 per gallon on qualifying **Headline** purchases made by August 15, 2010. So you get the benefits of superior disease control and Plant Health benefits, and you get a break on the cost. And if you choose, finance your purchase through Farm Plan[™], and you may be eligible for up to 180 Days with No-Payments and No-Interest financing.



The Chemical Company

More of a chance to make it better.

Producers faced a lot of challenges in 2009. Too much rain, not enough rain, rising input prices, falling commodity prices — seems like nobody had it just right. We know — we were right there with you. So we're giving you a chance to save if you order early this year to give us all a start on a better 2010.

More details about what to do.

Purchase five gallons or more of **Headline**[®] fungicide from your local BASF authorized retailer from:

- May 16 to August 15, 2010, and you can earn \$50 per gallon on qualifying purchases.

Complete the **Headline Advantage** submission form, attach the necessary proof-of-purchase information and mail by Aug. 31, 2010.

(Submission forms are available at your local BASF authorized retailer, online at HeadlineAdvantage.com or by fax or mail by calling 1-877-322-9596.)

Reward payments will be mailed on or around Oct. 22, 2010.

More information about paying less interest.

BASF has teamed up with Farm Plan[™] and is pleased to offer you a special financing package on your 2010 **Headline** purchase, making a prudent investment even smarter. You get healthier crops and healthier cash flow, all in one package.

Purchase a total of \$10,000 of **Headline** and a second BASF product from:

- Feb. 16 to July 15, 2010, and have up to 180 Days with No-Payments and No-Interest financing.*

Your second BASF product purchase must be for at least \$1,000. This offer is available to Farm Plan Preferred accountholders with a Special Terms credit limit. If you'd like to become one, ask your participating Farm Plan retailer. You can find out more about Farm Plan at farmplan.com or call 1-800-356-9033.

More education on Plant Health.

Get the latest information on disease control and all the facts about Plant Health. Learn how **Headline** not only controls foliar diseases but also improves nitrogen uptake, drives more efficient photosynthesis and enables the growth of healthier, more productive crops. Get the straight story with a complimentary 15-minute course at PlantHealthEducation.com.

*Participation in the program is conditioned upon acceptance of all its terms and conditions. Visit HeadlineAdvantage.com to review them in full. Offer available until July 15, 2010. Subject to approved credit on Farm Plan, a service of FPC Financial, f.s.b. See your local BASF retailer for complete details. After promotional period, finance charge will begin to accrue at the regular Farm Plan rate. Available at participating merchants.

Save \$50 a gallon
on your 2010 **Headline** fungicide purchase.

Headline[®]
fungicide

TERMS AND CONDITIONS:

1. A minimum purchase of five (5) gallons is required. Only purchases from BASF Authorized Retailers will be eligible for reward payments. A list of all Authorized BASF Retailers is available on the Web site at HeadlineAdvantage.com.
2. Retailers should not accept Headline returns after Sept. 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 Aug. 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 handwritten 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.