

## Thawing Out



Spring will be a welcome change after such a long winter! This month will focus on finalizing seed opportunities, boosting product awareness and preparing for the upcoming busy growing season.

It's important to recognize and promote the online tools available to customers, such as our BayerWeather (WeatherBug) and Weather Central websites; both of which have new features designed to make the grower's life a little easier. These tools can help build relationships as they demonstrate Bayer CropScience's commitment to making each customer's yield the best it can be.

AgCall has now completed the InVigor, Infinity and Velocity offers. The results show incredible potential for growth and have identified areas for sales opportunities. AgCall will begin making offers to growers this month for iPak.

Before the sales season revs up, now would be a good time to tie any loose ends, make any outstanding follow-up calls and complete your forecasting.

Let's hope that April showers will bring May flowers...and not a May snowstorm!

Have fun and Drive safe!

- Al Driver, VP Sales and Marketing

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# AgCall...ing!

New information to help Bayer capture more acres



Over the last 12 weeks, AgCall contacted growers via telephone to present them with an offer, dubbed the "Infinity Challenge". While conversing, AgCall gained a great deal of market information, such as crop history and farm size. Additionally, AgCall gleaned new information on our cereal herbicide competitors (brand preference and acre intentions).

The "Infinity Challenge" offer targeted two groups:

- o Growers who used InVigor in 2008 but have not used any Bayer CropScience cereal herbicides.
- o Growers who used Puma in 2008, but not Bayer CropScience broadleaf products.

"The program was hugely successful," said John Hanson, Portfolio Manager, Targeted Growth and Retail Strategy. "The information we received shows incredible potential to capture more acres with Bayer products."

This program's success stems from excellent transactional data from CRM and validation of target growers by reps. Sales reps have been instrumental in ensuring the data was highly accurate. Additionally, training conducted by Market Development provided AgCall with all the information they needed to successfully complete these calls.

**A new offer for iPak (\$2 off per acre) will be made by AgCall throughout April.** Reps can remind their retails and growers of this great offer as seeding plans are finalized.

## AgCall highlights:

Product being offered	Details of the offer	Yes, interested in the offer	Maybe interested in the offer	Not interested in the offer
Infinity	For Puma users who have not used BCS broadleaf  (Buy 160 acres, get 1 free jug of Infinity)	37.9%	55.5%	6.6%
Infinity	For InVigor users who have not used BCS cereal products  (Buy 160 acres, get 1 free jug of Infinity)	57.4%	37.1%	5.5%
InVigor	For customers who have not used InVigor for three years  (Buy 8 bags, get 2 free bags)	38.1%	28.9%	33%

# Focus

## Rob Schultz's direction



As I write this update, a blanket of fresh snow is proof that Balzac Billy was indeed accurate in his forecast of more winter to come. I am sure that like me, most people are ready for winter to end so that we can begin to realize the fruits of a long winter's sales effort. You have all done an excellent job of creating demand and enhancing relationships with our customers which will position us for another successful sales season. Great job!

Here are some of the highlights:

- Crop protection products are ahead of budget by 6% so far this quarter.
- Seed orders are on track.
- Early orders for crop protection products matching or exceeding forecasts.
- 88% grower uptake on BP/A Velocity offer.
- 94% of growers contacted on AgCall Infinity offer indicating that they would or maybe use Infinity.
- Excellent BigBoy bookings of Puma Super, Thumper, Buctril M and Infinity.
- 11 days with 26 key Independent retails touring Prague, Vienna and Athens on the InterAg tour. Excellent opportunity for BCS management to interact with retails and discuss their business, where Bayer CropScience is going and how Independent retails will continue to play important role in our success. Many thanks to the InterAg team, Hartmut van Lengerich, Marian Dayman and Bob Reekie in making this another event to remember for these customers.

### April's Focus

- **Final follow-up with key retails to solidify final seed opportunities.** Stay diligent with competitors' offering deals – remember, they can't compete with the ROI that InVigor consistently delivers year after year!
- **Work with retails to ensure high closure rate of AgCall InVigor, Velocity and Infinity offers.** Customer lists will be provided to reps to ensure targeted follow-up.
- **Coolsprings=strong seed treatment opportunities.** Raxil is well positioned within this market to provide the best value to growers. Ensure retails understand Raxil MD and Raxil T are both excellent options.
- **Continue efforts supporting those retails booking iPak.**
- **Finalize FRP's with key growers** to ensure strong positioning and awareness of our new innovative products that will lead BCS for years to come.
- **Position demo product effectively with key customers** to build product awareness.
- **Finalize WeatherBug installations** and prepare for launch of updated command centre.

Spring is on the way. Enjoy the warmer temperatures and ensure we stay safe and have fun out there.



## Dobrý den, Guten Tag, Geia sou: InterAg says 'hello' to Europe!

Key InterAg retailers have just returned from an educational incentive trip to Europe. The trip included a visit to Prague, Czech Republic; Vienna, Austria; and Athens, Greece. Participants had a first hand look at the history and effects of major political restructuring. Agriculture was a key component of the trip, including a tour of a 3,000 hectare farm in Czech Republic that has all of the modern equipment and methods we are familiar with in Western Canada. It was particularly interesting that this farming company owned only 300 hectares, renting the remainder from 1,500 landlords!

The group also spent time with local speakers and experts on agriculture. The group heard from speakers in Czech Republic, focusing on how the country is today versus its time under communist rule. They also saw a presentation from Bayer's largest customer in Czech, Agrofert – a \$4 billion distributor/retail company. Other speakers covered a variety of topics, including trade with Europe and agriculture's potential in Eastern Europe. Another expert discussed agriculture in

China and its 190,000,000 farmers! Once in Greece, the Bayer country head spoke about agriculture in Greece and Bayer's position there; where olives are the largest crop by acres and value.

One highlight of the trip to many was a visit to the original site of Mendel's garden where the first theories and study of the laws of genetics took place.

All in all, the trip was a wonderful learning experience for everyone involved. Spending this time with our InterAg retailers helped to strengthen our relationship and increase our understanding of each other. Our key customers gained a much better appreciation for agriculture in other parts of the world and took home a greater understanding of Bayer as a company and its involvement in agriculture worldwide.

– Lionel Lamont  
Director of InterAg



## InVigor Update - Brad Ewankiw



During the first full week of April, retailers across Western Canada (excluding Richardson / Pioneer) will receive a package to help promote InVigor as part of spring walk-up sales. Included in the package will be an InVigor 5440 seed bag with a sticker saying "Still Available," as well as a letter thanking them for their support and asking them to place the bag somewhere in their retail. This should help capture the attention of growers looking to book their seed this walk-up season. Some growers may be surprised that there is still some InVigor for sale!

Thanks to some great collaboration between the InVigor team and the seed treatment team, the Regina plant started treating InVigor with Prosper FX on March 11th. The changeover was very successful and we have seen some impressive increased efficiency within our seed processing system already with Prosper FX. All of the 2010 seed will be treated with Prosper FX!

Remember to consider the importance of the InVigor canola acre for the rest of the business in your territory. For each acre of InVigor sold, you get the additional sales of Liberty and other canola products, as well as increased exposure and focus on the rest of the BCS crop protection portfolio, including new technology like Infinity and Velocity. Every InVigor acre will generate about \$70 per acre or more in your territory.

Pressures are mounting as seeding season approaches. Some of our competitors may be getting nervous - keep your ears and eyes open for competitors attempting to strike deals with our customers. Please communicate any of these deals to your manager as soon as possible.

**any grower who switches on account of a discount offer is leaving major money on the table**

Just remember, even *without* the Bayer Value Savings, a discount to a grower on a RR hybrid will not pay.

Example:

InVigor 5440 Seed			
SRP - \$7.70 per lb	\$7.70 per lb x 5 lbs per acre = \$35.50	45 bushels x \$10 canola = \$450	Net of <b>\$414.5</b>
Competing RR			
\$5.20 per lb (20% discount off of \$6.50)	\$5.20 x 5 lbs per acre = \$26	41 bushels x \$10 canola = \$410	Net of <b>\$384</b>

On 1000 acres, this grower would make about **\$30,000** more if they choose InVigor.

Add in the Bayer Value savings...**any grower who switches on account of a discount offer is leaving major money on the table.**

In these situations, use the tools provided to you, such as the executive program and the InVigor guarantee. The guarantee is a great way to shut-down our competitors who say their yield is similar to ours. It is also an important source of home-grown data in your territory to help sell next year and in the future.

Congratulations to the Regina facility on treating their one millionth bag of InVigor! Let's hope it's the first of many millions.

Thanks again and happy selling!

## Weatherbug Re-launches as BayerWeather

During the second week of April, emails and letters will be sent to all current and potential WeatherBug users in Western Canada informing them of the enhancements recently made and upcoming to the new BayerWeather (powered by Weatherbug) site:

- Auto login icon on user's desktop – users can launch the site and log in automatically with just one click.
- Accurate default weather station – users will never have to modify their location setting again! (No more Brooks, AB!)
- Enhanced commodity charts and graphs – keeps the user informed on current and historical commodity prices, including pork, beef, corn, cereals and oilseeds.
- Embedded Environment Canada Doppler radar – Provides reliable animated weather imaging.

Encourage your customers to log into BayerWeather!

Beginning next week until May 31, each time a user logs in, their name is automatically entered to win one of four TomTom GPS's or one of four handheld digital wind meters!

Watch for communications regarding added enhancements and capabilities to the site in May and June.



TomTom One 130 GPS System

## New Online Weather Service for Eastern Growers

Bayer CropScience has partnered with Weather Innovations (WIN) to provide Eastern Canadian growers with access to localized satellite data in three key forecast models:

- **SPRAYcast** - identifies times during the day that are more or less favourable for spraying.
- **DONcast** – accurately predicts deoxynivalenol toxin (DON) concentration in wheat at harvest using actual, forecast and historical weather data.
- **WHEATcast** – provides advice on when to more intensely scout wheat fields for key wheat diseases including Septoria and powdery mildew.



Users view of SPRAYcast

All three forecasts are sponsored by Bayer CropScience and powered by WIN and available at [www.weathercentral.ca](http://www.weathercentral.ca).

For more information, contact WIN at [cereals@weatherinnovations.ca](mailto:cereals@weatherinnovations.ca) or call 1.519.352.5334

## X Month Seed Treatment Quiz Results

March's 'X-Month' put seed treatment in the spotlight. An on-line quiz was sent out to test our knowledge on Bayer CropScience seed treatment products. Roger "Wolverine" Rotariu received 95 responses in total, with 6 people scoring 100% and many others who came close. Those who received top marks on the quiz won an enviable XBOX 360 and the official X-Men game! Looks like our Sales team knows their stuff!

Congratulations to our seed treatment stars:

**R&D / Market Development** - 16  
Leighton Blashko (100%)

**Alberta Sales** - 12  
Curtis Littlewood (100%)  
Tanya Hawkins (100%) \*  
Monica Klaas (100%)



**Manitoba Sales** - 12  
Bob Sharanowski (100%) \*  
Nicole Dzisiak (100%)

**North Sask** - 5  
Graham White (best score - 95%)

**South Sask** - 5  
Jodey Allen (best score - 95%)

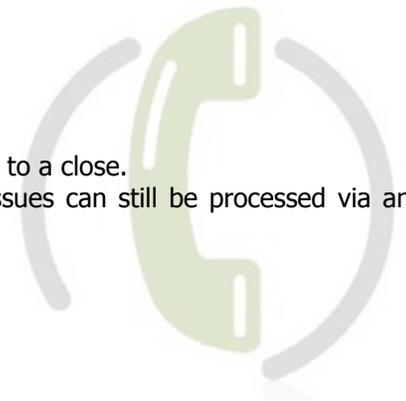
**All Other Employees** - 42  
Josee Saquet (best score - 70%)

**Row Crop & Hort** - 3  
Laura Aarts (best score - 86%)

\* Tie-break winner

## REC Rebate Fulfillment Centre - West

The final cheques have been sent, therefore this season's rebate cheques have come to a close. **Please note: There will be no more cheques sent until November.** Any issues can still be processed via an exception form, but the grower will not be paid until November 2009.



# Ad Blitz

## Ad Blitz - April

Products	Ad Tactic	Description
<b>Row Crop</b>		
Converge XT	Brand Ad (ON/QC)	Keep on spraying
	Advertorial (ON/QC)	Keep on spraying
Infinity	Brand Ad (ON/QC)	Light years ahead
Cerealcentral.ca	Banner Ad (Maritimes)	products, programs and resources
	Earlug (ON)	products, programs and resources
Stratego	Brand Ad (ON/QC)	For a healthier green
Option Liquid	Brand Ad (ON/QC)	Liquid convenience
	Earlugs (ON)	Easy to use liquid formulation
Folicur	Brand Ad (ON/QC)	Quality Worth Protecting
Liberty	Brand Ad (ON/QC)	Rotation is Smart
	Earlugs (ON)	The only Group 10
	Advertorial (ON/QC)	Rotation is Smart
Cereals	Crop Talk	Managing cereal disease in '09
<b>Hort</b>		
Hot Potatoes	Brand Ad (Nat'l)	Costa Rica
Scala	Brand Ad (ON, MB, AB)	Protection
	Advertorial (ON, MB, AB)	Resistance
Movento	Brand Ads (Nat'l)	Two-way systemic
Reason	Banner Ads (Nat'l)	Benefits
	Advertorial (Maritimes only)	Systemic vs contact control
Titan	Brand Ad (Nat'l)	Introducing a new Titan
All potato products	Potato Crop Talk - in Farm Forum	Titan/Admire/Reason/Scala
All grape products	Grape Crop Talk - in Farm Forum	Movento/Scala Flint rebate
<b>Western Products</b>		
Infinity	Print	"Planets" Ad in the Western Producer, TopCrop Manager, Country Guide West, Manitoba Cooperator
Proline	Print	"Loads more canola"
Folicur	Print	"Quality worth protecting"
Stratego	Print	"Leaves more green"
Rovral Flo	Print	Apothecia on the lounge chair

# Mail

## What's in the Mail - April

Products	Mail Tactic	Delivery Date	Description
<b>Row Crop</b>			
No mailings this month			
<b>Hort</b>			
All potato products	Potato Crop Talk	April	Included in UPGC provincial association mailings
	Retail & potato growers	April	Potato Spray Program + Potato Crop Talk
Reason	ON, QC & Maritime potato growers	Early April	"Protection that really sinks in" with sponge incentive
	ON, QC & Maritime potato growers	Late April	"\$3 adds systemic control..." with \$3 cash incentive
Potato Pack	Personalized to potato growers	April	Segmented based on past sales data
	National retailers	April	Potato Pack flyer
<b>Western Products</b>			
InVigor	Retail DM	Week of April 6	Seed bags with a sticker stating "still available" across the front are being sent to retailers in Western Canada (excluding Richardson / Pioneer) to help convert spring walk-up business.

### February Web Stats

www.bayercropscience.ca

February Visits: **9,429**  
Including microsites: **14,981**

#### Top Visited Pages & Visits:

1. Mybayer: program signup: 7,219
2. Mybayerretailer: grower programs: 3,664
3. Select: 3,426
4. Careers: 2,067

#### Top Referring Sites:

1. Google.ca
2. Google.com
3. Bayer.ca
4. Live.com

Average per day: 535

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