

Sunflower and Flax

Colorado, Kansas, Nebraska, North Dakota, South Dakota and Wyoming

Spring 2010 DuPont™ Crop Protection Plus® Program

*When you can't count on the weather
Count on DuPont*

While none of us can change the way nature behaves, DuPont would like to change the way we deal with its aftermath. Crop Protection Plus® is a product cost replacement program from DuPont for growers in Colorado, Kansas, Nebraska, North Dakota, South Dakota and Wyoming who apply Assure® II herbicide, Express®¹ herbicide and/or apply Asana® XL² insecticide to sunflower and/or flax during the spring 2010 growing season.

Purchase and apply Assure® II, Express®¹ and/or Asana® XL² to a qualifying crop. If that crop is destroyed by drought, frost/freeze, flood, hail or fire, DuPont will provide product cost replacement credit at your local retailer.³

Under Crop Protection Plus®, DuPont will provide eligible growers with product cost replacement credit when a field or a majority of a field treated with Assure® II herbicide, Express®¹ herbicide and/or Asana® XL² insecticide has been so affected by drought, frost/freeze, flood, hail or fire that it is uneconomical to

harvest.³ Should this occur, DuPont will provide credit through the local retailer where purchased in the dollar amount of the in-season purchase used to treat the lost area. The credit may be applied to purchases of DuPont product the next season or the year thereafter.

No paperwork

Growers in Colorado, Kansas, Nebraska, North Dakota, South Dakota and Wyoming are automatically eligible for Crop Protection Plus® when they purchase Assure® II herbicide, Express®¹ herbicide and/or Asana® XL² insecticide for sunflower and/or flax from a local DuPont Crop Protection retailer. The herbicide and/or insecticide must be purchased between December 1, 2009, and June 30, 2010, and applied at the labeled rates during the spring 2010 growing season. There are no forms to fill out or paperwork to deal with unless a request for herbicide/insecticide cost replacement is filed. (See Terms and Conditions for details.)



The calm after the storm

When the weather doesn't cooperate, we will. Contact your local DuPont Crop Protection retailer or your local DuPont representative for more information about Crop Protection Plus®. And visit us on the Web at cropprotectionplus.dupont.com.

¹ Express® herbicide with TotalSol® soluble granules is for use ONLY on sunflower hybrids with the DuPont™ ExpressSun® trait.

² Asana® XL is not labeled for flax.

³ Restrictions apply. See Terms and Conditions on reverse side for details.

Spring 2010 DuPont™ Crop Protection Plus® Replacement Program

The spring 2010 DuPont™ Crop Protection Plus® Program is a limited-offer DuPont product cost replacement program for sunflower and flax growers in Colorado, Kansas, Nebraska, North Dakota, South Dakota and Wyoming during the spring 2010 growing season. Growers in the above-mentioned states who purchase DuPont™ Assure® II herbicide, Express®¹ herbicide with TotalSol® soluble granules and/or Asana® XL² insecticide from their local DuPont Crop Protection retailer for use during spring 2010 are eligible to apply for product cost replacement if their treated field(s)⁴ become(s) uneconomical to harvest because of drought, frost/freeze, flood, hail or fire. This Program does not cover loss due to other natural or man-made conditions, including insects, plant disease, wildlife or failure to follow product labeling and generally recognized good farming practices.

Eligible growers meeting the Program criteria will receive a credit at their local DuPont Crop Protection retailer to purchase replacement DuPont product in the amount purchased and used on the affected fields. Growers who participate in the spring 2010 DuPont™ Crop Protection Plus® Program agree to meet all of the following criteria.

¹ Express® herbicide with TotalSol® soluble granules is for use ONLY on sunflower hybrids with the DuPont™ ExpressSun® trait.

² Asana® XL is not labeled for flax.

⁴ Field must be treated with a qualifying DuPont product.

Asana® XL is a restricted-use pesticide.

Always read and follow all label directions and precautions for use.

The DuPont Oval Logo, DuPont™, The miracles of science™, Crop Protection Plus®, Asana®, Assure®, Express®, ExpressSun® and TotalSol® are trademarks or registered trademarks of DuPont or its affiliates.

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Reorder No.: K-15154 (Replaces K-14946)

2010 DuPont™ Crop Protection Plus® Program Criteria TERMS AND CONDITIONS (Please read carefully.)

The spring 2010 DuPont™ Crop Protection Plus® Program does not modify, amend or replace the current product label warranty. This Program does not cover loss due to other natural or man-made conditions including insects, plant disease, wildlife or failure to follow product labeling and generally recognized good farming practices. The spring 2010 DuPont™ Crop Protection Plus® Program only applies to:

- The original purchaser-grower and is not transferable. Purchases must be made from a local DuPont Crop Protection retailer. "Local DuPont Crop Protection retailer" means the DuPont Crop Protection Products retailer whose place of retail business is within 80 miles of the purchaser-grower's eligible field(s) or purchaser-grower's primary residence.
- DuPont™ Assure® II herbicide, Express®¹ herbicide and/or Asana® XL² insecticide purchased from your local DuPont Crop Protection retailer and applied as follows at the labeled rate during the 2010 growing season: Assure® II herbicide, Express®¹ herbicide and/or Asana® XL² insecticide applied to your sunflower and/or flax crop.
- Crops grown in Colorado, Kansas, Nebraska, North Dakota, South Dakota and Wyoming counties that have crop insurance available.
- Crops grown for grain or seed harvest. Grazed-out fields are not eligible nor are fields harvested for forage or plowed under for green manure.
- Complete Assure® II herbicide, Express®¹ herbicide and/or Asana® XL² insecticide-treated field(s) or a majority of a treated field, which is uneconomical to harvest due to drought, frost/freeze, flood, hail or fire damage

to the sunflower and/or flax crop during the spring 2010 growing season. DuPont will determine if a field is uneconomical to harvest for Program eligibility purposes, and DuPont may, at its sole discretion, verify the affected field(s) through site inspection, or request records certifying crop loss and its cause as a condition for product cost replacement.

- Eligible grower-purchasers who submit their product cost replacement requests to DuPont immediately after the damage has occurred or as soon as possible after the damage has occurred, but no later than Oct. 31, 2010. All product cost replacement requests must be submitted to DuPont prior to harvest and through the local DuPont Crop Protection retailer where the product was purchased. You must include a copy of your DuPont product invoice as proof of purchase with your product cost replacement request.

All decisions regarding spring 2010 DuPont™ Crop Protection Plus® Program eligibility, including but not limited to product cost replacement amounts and eligibility verification of local DuPont Crop Protection retailer, remain solely with DuPont and the decisions of DuPont are final. The spring 2010 DuPont™ Crop Protection Plus® Program product cost replacements are totally discretionary with DuPont and product cost replacement shall be a full discharge of all DuPont obligations under the Program. Under no circumstances will DuPont provide cash in lieu of a credit at the local DuPont Crop Protection retailer for DuPont product cost replacement. Timing for credit distribution is solely with the discretion of DuPont. DuPont reserves the right to suspend or cancel the Program at any time without prior notice and without liability.



The miracles of science™