

 **BASF**

We create chemistry

**2024 EARLY ORDER PROGRAM**

# THE BLUEPRINT

**YOUR FOUNDATION STARTS HERE**

+ Construct the perfect plan and set up your course for success.

 **HERITAGE**  
PROFESSIONAL PRODUCTS GROUP



## DESIGNED FOR SUCCESS COURSE-WIDE

The BASF Early Order Program (EOP) helps you be the architect of your course's health each year with proactive preparation and industry-leading innovation. Stock up on superior solutions and serious savings as you build out your program for the season ahead with **THE EOP BLUEPRINT**.

### BUILD YOUR FOUNDATION AROUND INTRINSIC® BRAND FUNGICIDES

Intrinsic brand fungicides are foundational solutions that deliver superior disease control, increased growth efficiency, enhanced stress tolerance and, most of all, healthier turf. Build your programs around a powerful family of products designed to elevate your plant health game under the toughest conditions.

## DESIGN-YOUR-OWN PROGRAM

**START YOUR SAVINGS BY SPENDING \$3,000 ON QUALIFYING DESIGN-YOUR-OWN PROGRAM FUNGICIDES AND SAVE MORE AS YOUR ORDER GROWS.<sup>1</sup>**

<b>1</b>	Select your qualifying fungicide brand(s).	Qualifying Purchase Levels	Oct. 1 - Oct. 31, 2023 Earned Incentive %	Nov. 1 - Dec. 1, 2023 Earned Incentive %	Brands Required to Achieve Tier
		<b>Par</b>   \$3,000 - \$7,999 <b>NEW!</b>	8%	4%	1
<b>2</b>	Order at least \$3,000 to start saving.	<b>Birdie</b>   \$8,000 - \$19,999	14%	7%	3
		<b>Eagle</b>   \$20,000 - \$29,999	17%	10%	3
<b>3</b>	Order in October to lock in the highest rebates.	<b>Albatross</b>   \$30,000 - \$39,999	20%	12%	3
		<b>Ace</b>   \$40,000+	24%	14%	3

Extended payment terms to June 10, 2024

**SPEND A MINIMUM OF \$20,000 AND AUTOMATICALLY EARN THE FULL 12% REBATE ON ACROSS-THE-COURSE PURCHASES.**

## THE NEW FAIRWAY FOUNDATION KICKER: EARN AN ADDITIONAL 5% REBATE!

Add either of these products to earn an additional 5% on purchases of **Insignia® SC Intrinsic brand fungicide** and **Honor® Intrinsic brand fungicide**.<sup>2</sup>

Product	Incentive	Purchase Requirements
Insignia SC Intrinsic brand fungicide 2 x 2.5 gal	5%	5 gal (21 acres)
Honor Intrinsic brand fungicide 1 x 36 lb	5%	72 lbs (24 acres)

## DESIGN-YOUR-OWN PROGRAM QUALIFYING FUNGICIDES

Product	Package	Redemption Value (per package)	Quantity	Total
Emerald® fungicide	10 x 0.49 lb	\$1,187.40		
Encartis® fungicide	2 x 2.5 gal	\$645.66		
Honor® Intrinsic® brand fungicide	6 x 3 lb	\$3,303.54		
Honor Intrinsic brand fungicide	1 x 36 lb	\$4,867.20		
Insignia® SC Intrinsic brand fungicide	4 x 30.5 fl oz	\$2,169.16		
Insignia SC Intrinsic brand fungicide	2 x 2.5 gal	\$7,225.10		
Lexicon® Intrinsic brand fungicide	4 x 21 fl oz	\$2,418.36		
Maxtima® fungicide	4 x 26 fl oz	\$907.92		
Maxtima fungicide	2 x 2.5 gal	\$4,508.40		
Navicon® Intrinsic brand fungicide	4 x 37 fl oz	\$2,172.64		
Navicon Intrinsic brand fungicide	2 x 2.5 gal	\$6,998.00		
Xzemplar® fungicide	2 x 114 fl oz	\$3,451.92		
Xzemplar fungicide	4 x 11.4 fl oz	\$808.04		
<b>SUBTOTAL:</b>				

Take your program to the next level with our extensive selection of products that drive results across your course. **Spend just \$3,000 to start earning rebates of 4% on Across-the-Course Solutions<sup>3</sup>** and earn larger rebates as your order grows.

**ACROSS-THE-COURSE SOLUTIONS (HERBICIDES, ORNAMENTAL AND MORE):**

1	Start earning rebates at only \$3,000.	Qualifying Purchase Levels (Excluding Design-Your-Own Program fungicides)	Oct. 1 - Dec. 1, 2023 Earned Incentive %
2	Earn a 12% rebate by reaching \$20,000 in total purchases.		
3	Buy agency products now and don't pay until June 10, 2024. <sup>4</sup>		
		Wedge   \$3,000 - \$7,999	4%
		Iron   \$8,000 - \$19,999	6%
		Driver   \$20,000+	12%

Product	Package	Redemption Value (per package)	Quantity	Total
<b>Fungicides</b>				
Orchestra® Intrinsic® brand fungicide	4 x 16 fl oz	\$668.80		
Pageant® Intrinsic brand fungicide	4 x 1 lb	\$443.36		
Pillar® G Intrinsic brand fungicide	30 lb bag	\$105.00		
Pillar G Intrinsic brand fungicide	15 lb bag	\$56.63		
<b>Herbicides</b>				
Basagran® T&O herbicide	2 x 1 gal	\$125.58		
Drive® XLR8 herbicide	4 x 0.5 gal	\$221.25		
Drive XLR8 herbicide <span style="background-color: #008000; color: white; font-size: 8px; padding: 2px;">NEW!</span>	2 x 2.5 gal	\$514.44		
Finale® XL T&O herbicide	2 x 2.5 gal	\$543.75		
FreeHand® 1.75G herbicide	1 x 50 lb	\$109.50		
Pendulum® 2G herbicide	40 lb bag	\$85.50		
Pendulum 2G herbicide	20 lb bag	\$48.50		
Pendulum AquaCap herbicide	2 x 2.5 gal	\$281.25		
Pendulum AquaCap herbicide	1 x 15 gal	\$983.10		
Pylex® herbicide	4 x 4 fl oz	\$1,376.00		
Segment® II herbicide	2 x 2.5 gal	\$1,562.50		
Tower® herbicide	2 x 2.5 gal	\$1,972.50		
<b>Insecticides</b>				
Alucion® 35 WG insecticide	10 x 2.375 lbs	\$2,442.90		
Amdro® Pro fire ant bait	1 x 25 lbs	\$536.25		
Siesta® insecticide fire ant bait	15 lbs	\$294.19		
Sultan® miticide	4 x 0.125 gal	\$709.68		
Ventigra® insecticide	4 x 20 oz	\$1,266.40		
		SUBTOTAL:		

**TALK TO YOUR DSR TO START BUILDING YOUR PLAN. FOR MORE INFORMATION, VISIT BETTERTURF.BASF.US/EOP.**



1. The Par rebate tier (8% in Oct, 4% Nov. 1 – Dec. 1) will be applied to Design-Your-Own Program purchases. Minimum purchase of one brand is required.  
 2. The 5% Fairway Foundation Kicker will only be applied to Insignia® SC Intrinsic® brand fungicide and Honor® Intrinsic brand fungicide purchases at specified volumes  
 3. The 4% Wedge rebate will be applied to Across-the-Course Solutions purchases. No requirement for number of brands purchased.  
 4. All agency products invoiced between October 1, 2023 and December 31, 2023 will receive June 10, 2024 terms for the end user. Across-The-Course Solutions agency products include: Alucion 35 WG insecticide, FreeHand 1.75G herbicide, Orchestra Intrinsic brand fungicide, Pageant Intrinsic brand fungicide, Pendulum 2G and AquaCap herbicides, Pylex herbicide, Sultan miticide and Tower herbicide.

## BE THE ARCHITECT OF YOUR COURSE'S SUCCESS.

**Additional Program Details and Qualifications:** All Agency products are sold on behalf of BASF. All sales are final. No returns. Rebate will be based upon reported sales from the BASF Authorized Agent(s) and Distributor(s). The T&O EOP End-User Rebate program applies only to these Qualified End-User professionals: golf, L&L, sports turf, sod farms, municipalities, and parks & rec. Multiple sales orders for one customer are cumulative and will qualify if ordered between program dates and from any BASF Authorized Agent(s) and/or Distributor(s).

An end-user must purchase at least \$3,000 of qualifying EOP Design Your Own Program (DYOP) products to qualify for the 2024 Turf DYOP rebate. An end-user must purchase at least \$3,000 of qualifying EOP Across-the-Course Solutions (ACS) products to qualify for the 2024 Turf EOP ACS rebate.

An End-User that purchases at least \$20,000 of Qualifying EOP Fungicides AND purchases at least three (3) different Qualifying EOP Fungicide brands will automatically qualify for the Turf EOP Across the Course Solutions Rebate incentive at the 12% incentive tier. No minimum purchase of Across the Course Solutions products is required.

**Insignia Intrinsic Kicker:** A purchase of 5 gallons (21 acres) or more of Insignia Intrinsic will provide the end-user an additional 5% rebate to be applied on all qualifying Insignia Intrinsic purchases. The Turf EOP End-User Insignia Intrinsic Kicker incentive is cumulative and will be paid in addition to any other program payments under the 2024 T&O EOP End-User Rebate Program. Purchases under the Insignia Intrinsic Kicker must respectively fall within the program dates.

**Honor Intrinsic Kicker:** A purchase of 72 pounds (24 acres) or more of Honor Intrinsic will provide the end-user an additional 5% rebate to be applied on all qualifying Honor Intrinsic purchases. The Turf EOP End-User Honor Intrinsic Kicker incentive is cumulative and will be paid in addition to any other program payments under the 2024 T&O EOP End-User Rebate Program. Purchases under the Honor Intrinsic Kicker must respectively fall within the program dates.

The Turf EOP End-User Insignia and Honor Intrinsic Kicker incentive is cumulative and will be paid in addition to any other program payments.

Qualification for the 2024 Insignia Intrinsic Kicker Rebate is dependent on purchasing 5 gallons of Insignia SC Intrinsic. Qualification for the 2024 Honor Intrinsic Kicker rebate is dependent on purchasing 72 pounds of Honor Intrinsic. Each qualifying end-user must qualify on their own to earn the Turf Insignia Intrinsic and/or Honor Intrinsic Kicker Rebates. There will be no buying group rollups for this incentive payout. Each payout will only be to the individual course that qualifies.

The invoiced dollar amount for agency products and the redemption value of qualified non-agency products will be used to determine end-user total purchase and rebate earned. End-user must be in good credit standing with agent to receive special promotional terms. All agency products invoiced between October 1, 2023 and December 31, 2023 will receive June 10, 2024 terms for the end-user. All agency products invoiced after December 31, 2023, will receive net 60 days for the end-user. Terms for Agency Products offered at the Agent's discretion. Terms for qualifying non-agency products are determined by a BASF Authorized Distributor. All rebates will appear as a credit on the end-user's account with the agent who processed the order. T&O EOP End-User Rebate credit will become available by August 31, 2024. If an end-user purchases from more than one agent, the rebate will be applied to the respective agent based on percent purchase from each agent.

BASF reserves the right to cancel or modify this program at any time.

All products may not be registered for sale or use in all states. Please check with your state or local Extension Service. Alucion 35 WG insecticide, FreeHand 1.75 herbicide, Pillar G Intrinsic brand fungicide, Siesta insecticide fire ant bait and Tower herbicide are not for sale, distribution and/or use in New York State.

Admiral, Alucion, Amdro, Basagran, Drive, Emerald, Encartis, Finale, FreeHand, Green Lawngr, Honor, Insignia, Intrinsic, Lexicon, Maxtima, Navicon, Orkestra, Pageant, Pendulum, Pillar, Pylex, Segment, Siesta, Sultan, Tower, Ventigra, and Xzemplar are registered trademarks of BASF.

**Always read and follow label directions.**

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 **HERITAGE**  
PROFESSIONAL PRODUCTS GROUP



From herbicides to fungicides to insecticides, our extensive product portfolio helps you take your program to the next level. Choose from an incredible selection of products that deliver results across your lawn and landscape areas and earn larger rebates as your order grows.

## ACROSS-THE-LAWN SOLUTIONS (HERBICIDES, FUNGICIDES AND INSECTICIDES):

1	Start earning rebates at only \$3,000.	Qualifying Purchase Levels	Oct. 1 - Dec. 1, 2023 Earned Incentive %
2	Earn a 12% rebate by reaching \$20,000 in total purchases.	\$3,000 - \$7,999	4%
3	Count your savings and win with EOP.	\$8,000 - \$19,999	6%
		\$20,000+	12%

Product	Package	Redemption Value (per package)	Quantity	Total
<b>Herbicides</b>				
Basagran® T&O herbicide	2 x 1 gal	\$125.58		
Drive® XLR8 herbicide	4 x 0.5 gal	\$221.25		
Drive XLR8 herbicide <span style="font-weight: bold; font-size: small;">NEW!</span>	2 x 2.5 gal	\$514.44		
Finale® XL T&O herbicide	2 x 2.5 gal	\$543.75		
FreeHand® 1.75G herbicide	1 x 50 lb	\$109.50		
Pendulum® 2G herbicide	40 lb bag	\$85.50		
Pendulum 2G herbicide	20 lb bag	\$48.50		
Pendulum AquaCap herbicide	2 x 2.5 gal	\$281.25		
Pendulum AquaCap herbicide	1 x 15 gal	\$983.10		
Pylex® herbicide	4 x 4 oz	\$1,376.00		
Segment® II herbicide	2 x 2.5 gal	\$1,562.50		
Tower® herbicide	2 x 2.5 gal	\$1,972.50		
<b>Fungicides</b>				
Insignia® SC Intrinsic® brand fungicide	4 x 30.5 fl oz	\$2,169.16		
Insignia SC Intrinsic brand fungicide	2 x 2.5 gal	\$7,225.10		
Insignia SC Intrinsic brand fungicide	4 x 122 fl oz	\$9,760.00		
Orkestra® Intrinsic brand fungicide	4 x 16 oz	\$668.80		
Pageant® Intrinsic brand fungicide	4 x 1 lb	\$443.36		
Pillar® G Intrinsic brand fungicide	30 lb bag	\$105.00		
Pillar G Intrinsic brand fungicide	15 lb bag	\$56.63		
Pillar SC Intrinsic brand fungicide	4 x 43.5 oz	\$856.95		
Xzemplar® fungicide	2 x 114 fl oz	\$3,451.92		
Xzemplar fungicide	4 x 11.4 fl oz	\$808.04		
<b>Insecticides</b>				
Alucion® 35 WG insecticide	10 x 2.375 lbs	\$2,442.90		
Amdro® Pro fire ant bait	1 x 25 lbs	\$536.25		
Siesta® insecticide fire ant bait	15 lbs	\$294.19		
Sultan® miticide	4 x 0.125 gal	\$709.68		
Ventigra® insecticide	4 x 20 oz	\$1,266.40		
<b>SUBTOTAL:</b>				

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FOR MORE INFORMATION, VISIT [BETTERTURF.BASF.US/LAWNCARE/EOP](https://BETTERTURF.BASF.US/LAWNCARE/EOP).**



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An end-user must purchase at least \$3,000 of qualifying EOP Across-the-Course Solutions (ACS) products to qualify for the 2024 Turf EOP ACS rebate.

The invoiced dollar amount for agency products and the redemption value of qualified non-agency products will be used to determine end-user total purchase and rebate earned. End-user must be in good credit standing with agent to receive special promotional terms. All agency products invoiced between October 1, 2023 and December 31, 2023 will receive June 10, 2024 terms for the end-user. All agency products invoiced after December 31, 2023, will receive net 60 days for the end-user. Terms for Agency Products offered at the Agent's discretion. Terms for qualifying non-agency products are determined by a BASF Authorized Distributor. All rebates will appear as a credit on the end-user's

account with the agent who processed the order. T&O EOP End-User Rebate credit will become available by August 31, 2024. If an end-user purchases from more than one agent, the rebate will be applied to the respective agent based on percent purchase from each agent.

BASF reserves the right to cancel or modify this program at any time.

All products may not be registered for sale or use in all states. Please check with your state or local Extension Service. Alucion 35 WG insecticide, FreeHand 1.75 herbicide, Pillar G Intrinsic brand fungicide, Siesta insecticide fire ant bait and Tower herbicide are not for sale, distribution and/or use in New York State.

Alucion, Amdro, Basagran, Drive, Finale, FreeHand, Insignia, Intrinsic, Orkestra, Pageant, Pendulum, Pillar, Pylex, Segment, Siesta, Sultan, Tower, Ventigra, and Xzemplar are registered trademarks of BASF.

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**Thank you for participating in EOP.**



# GROW MORE, SAVE MORE PROGRAM

## Earn up to 12% Rebates

Fall Bonus Buy | Sept. 1 - Oct. 31, 2023

BASF is making fall the best time to buy for Grow More, Save More participants by offering a special **Fall Bonus Buy** as part of the **2023 Grow More Save More** program. Greenhouse and nursery growers will get even more valuable savings with fall purchases of **FreeHand® 1.75G** herbicide, **Tower®** herbicide and **Ventigra®** insecticide brand products.

### Buy in the Fall

- Get immediate point-of-purchase discounts for these products in the **2023 Fall Grower Event**<sup>1</sup>
- Count on the **2023 Grow More Save More** rebates from the qualifying annual purchases
- Add up the extra **Fall Bonus Buy** rebates for **FreeHand 1.75G** herbicide, **Tower** herbicide and **Ventigra** insecticide brand purchases<sup>2</sup> made September 1 - October 31, 2023
- **Fall Bonus Buy** earned incentive rebate percent is in addition to the **2023 Grow More Save More** year round incentive rebate
- Enjoy deferred purchase payment terms until June 2024

### Featured Products

**FreeHand 1.75G** herbicide and **FreeHand CA 1.75G** herbicide: Granular preemergent herbicide – unsurpassed control of the toughest summer weeds

**Tower** herbicide: Liquid preemergent herbicide to control 50+ weeds in field-grown ornamentals

**Ventigra** insecticide: Effective control of piercing-sucking insect pests in production and landscape ornamentals and vegetable transplants for home consumer market

### Fall Bonus Buy Rebates

Qualifying Products	Article #	Package Size	Earned Incentive Rebate
<b>FreeHand 1.75G</b> herbicide	59011296	1 x 50-lb bag	5%
<b>FreeHand CA 1.75G</b> herbicide	59013674	1 x 50-lb bag	5%
<b>Tower</b> herbicide	59014247	2 x 2.5 gal	5%
<b>Ventigra</b> insecticide	59014680	4 x 20 fl oz	5%

Eligibility in the **Fall Bonus Buy** program begins after a greenhouse or nursery grower purchases at least \$25,000 of Qualifying Products in the **Grow More Save More** program January 1 through December 15, 2023.

For more information and complete program details including program terms, conditions, limitations and restrictions, visit: [betterplants.basf.us/GrowMore](https://betterplants.basf.us/GrowMore).

<sup>1</sup> For complete program details, visit [betterplants.basf.us/GrowerEvent](https://betterplants.basf.us/GrowerEvent)

<sup>2</sup> The 2023 Fall Bonus Buy incentive rebate will deliver to participating Qualified End Users on or before March 31, 2024

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BASF reserves the right to cancel or modify this program at any time. FreeHand, Tower and Ventigra are registered trademarks of BASF. All products may not be registered for sale or use in all states. Please check with your state or local Extension Services.

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# The 2023 BASF Fall Grower Event

(excluding CA)

September 1 - October 31, 2023

**Nursery and greenhouse growers will enjoy instant savings with the 2023 BASF Fall Grower Event.** Purchase top innovations with special pricing and extended payment terms until June 10, 2024.

Qualifying Products	Benefits	Package	U.S. Pricing (excluding California)		
			List Price	Promo Agency Price	Discount
<b>Avelyo®</b> fungicide	Long-lasting disease control and exceptional plant safety at any stage in production	4 x 60 fl oz bottle	\$272.40	<b>\$245.40</b>	\$27.00
<b>FreeHand® 1.75G</b> herbicide	Granular preemergent herbicide – unsurpassed control of the toughest summer weeds	1 x 50-lb bag	\$109.50	<b>\$98.50</b>	\$11.00
<b>Orkestra® Intrinsic®</b> brand fungicide	Broad-spectrum disease control and superior plant health benefits for soilborne and foliar diseases	4 x 16 fl oz	\$167.20	<b>\$150.56</b>	\$16.64
		4 x 80 fl oz	\$755.20	<b>\$680.00</b>	\$75.20
<b>Pageant® Intrinsic</b> brand fungicide	Broad-spectrum disease control and advanced plant health benefits from propagation to finish	4 x 1 lb	\$110.84	<b>\$99.76</b>	\$11.08
		4 x 12 lb	\$1,223.88	<b>\$1,101.48</b>	\$122.40
<b>Pylon®</b> miticide-insecticide	The greenhouse grower's most effective solution for Western flower thrips, chili thrips and mites	4 x 32 fl oz	\$860.48	<b>\$731.52</b>	\$128.96
<b>Sultan®</b> miticide	Fast, lasting control of all life stages of two-spotted spider mites, with 28-day residual control	4 x 16 fl oz	\$177.42	<b>\$168.55</b>	\$8.87
<b>Ventigra®</b> insecticide	Effective control of piercing-sucking insect pests in production and landscape ornamentals and vegetable transplants	4 x 20 fl oz	\$316.60	<b>\$300.80</b>	\$15.80

All qualifying purchases during the 2023 Fall Grower Event will receive extended payment terms until June 10, 2024. Qualifying products must be purchased, invoiced and delivered September 1 - October 31, 2023.

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**Hurry, offer ends October 31, 2023.**  
Available at participating BASF authorized distributors.

For complete program information, visit: [betterplants.basf.us/GrowerEvent](https://betterplants.basf.us/GrowerEvent)



# The 2023 BASF Fall Grower Event – California

September 1 - October 31, 2023

**Nursery and greenhouse growers will enjoy instant savings with the 2023 BASF Fall Grower Event.** Purchase top innovations with special pricing and extended payment terms until June 10, 2024.

Qualifying Products	Benefits	Package	List Price	California Pricing*	
				Promo Agency Price	Discount
<b>Avelyo®</b> fungicide	Long-lasting disease control and exceptional plant safety at any stage in production	4 x 60 fl oz bottle	\$278.40	<b>\$250.80</b>	\$27.60
<b>FreeHand® CA 1.75G</b> herbicide	Granular preemergent herbicide – unsurpassed control of the toughest summer weeds	1 x 50-lb bag	\$112.00	<b>\$100.50</b>	\$11.50
<b>Orkestra® Intrinsic®</b> brand fungicide	Broad-spectrum disease control and superior plant health benefits for soilborne and foliar diseases	4 x 16 fl oz	\$170.88	<b>\$154.72</b>	\$16.16
		4 x 80 fl oz	\$772.00	<b>\$694.40</b>	\$77.60
<b>Pageant® Intrinsic</b> brand fungicide	Broad-spectrum disease control and advanced plant health benefits from propagation to finish	4 x 1 lb	\$113.25	<b>\$101.93</b>	\$11.32
		4 x 12 lb	\$1,250.52	<b>\$1,125.48</b>	\$125.04
<b>Pylon®</b> miticide-insecticide	The greenhouse grower's most effective solution for Western flower thrips, chili thrips and mites	4 x 32 fl oz	\$879.04	<b>\$747.52</b>	\$131.52
<b>Sultan®</b> miticide	Fast, lasting control of all life stages of two-spotted spider mites, with 28-day residual control	4 x 16 fl oz	\$181.28	<b>\$172.25</b>	\$9.03
<b>Ventigra®</b> insecticide	Effective control of piercing-sucking insect pests in production and landscape ornamentals and vegetable transplants	4 x 20 fl oz	\$323.40	<b>\$307.40</b>	\$16.00

All qualifying purchases during the 2023 Fall Grower Event will receive extended payment terms until June 10, 2024. Qualifying products must be purchased, invoiced and delivered September 1 - October 31, 2023.

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\* Prices reflect 2.175% California Mill tax.  
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**Hurry, offer ends October 31, 2023.**

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For complete program information, visit: [betterplants.basf.us/GrowerEvent](https://betterplants.basf.us/GrowerEvent)