



Loveland Products and Nutrien Ag Solutions Introduce the Get Growing Equipment Program

The 2021 Get Growing Equipment Program has been established to enable Growers to benefit from Loveland Products At-Planting Nutrition and Plant Performance tools. This incentive is designed to reimburse Growers for the cost of new equipment and related installation expenses (if applicable) to help increase plant stand and optimize crop yields and quality.

Growers can earn a credit of up to 1/3 of the cost of the qualifying equipment per season in conjunction with at-planting Loveland Products nutritional purchases each year for a period of 3 years. Total credit cannot exceed the equipment and/or installation costs and all equipment must be purchased during the current program year (October 1, 2020 through September 30, 2021).

Grower Program Details & Conditions:

Program Period: October 1, 2020 – September 30, 2021

Program Geography: Nationwide

Program Payment: Nutrien Ag Solutions will issue qualifying statement credit to qualifying Growers based on eligible purchases of Loveland Products At-Planting Nutrition Products as described below.

Program Volumes: Program Subject to Minimum Volume Requirements. See Enrollment Form for details.

Grower Program Rules, Exclusions and Exceptions:

1. Eligible new equipment and associated installations costs will be offset through the issue of a statement credit accompanying qualifying Loveland Products At-Planting Nutrition Products. Eligible Loveland Products are as follows:

Black Label ZN
Levitate
Riser
Altura
Blackmax 22

Accomplish LM
Prologue
Radiate
Ativus PK
ReaX K

2. Only product purchased by enrolled Growers from a Nutrien Ag Solutions retail store qualifies for a statement credit under this program.
3. Nutrien Ag Solutions and Loveland Products reserve the right to change any or all features of the 2021 Get Growing Equipment Program.
4. Loveland Products and Nutrien Ag Solutions reserve the right to propose and execute specific good faith exclusions and exceptions to this program due to market situations, timing of orders, supply issues or unforeseen circumstances. Nutrien Ag Solutions will communicate in writing to Grower the specific details of the situation upon identification of an exclusion or exception to the Program.

Grower Program Enrollment:

To qualify, the Grower must submit copies of their equipment invoice(s) along with a completed and signed 2021 Get Growing Equipment Program from. These documents must be submitted to:

Loveland Products
Attn: Product Management
3005 Rocky Mountain Ave
Loveland, CO 80536

-or-

GetGrowing@nutrien.com

Documents must be submitted no later than May 30, 2021 to qualify for a statement credit.