

**FOR IMMEDIATE RELEASE**

DATE: September 6, 2017  
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**New 2018 Nufarm Rewards Program for distributors and end-users adds buying power**

Raleigh, N.C. (September 6, 2017) – Nufarm announces a new rewards program for the 2018 season designed to provide both distributors and end users with enhanced opportunities to save using performance-proven Nufarm products.

Key programs, including the Distributor 2018 Early Order Program and NP<sup>3</sup> Portfolio Performance Plan, and the Nufarm Rewards Early Order Program, have been value-fortified for next season.

The 2018 Programs will offer distributors an extended early order period and more early order, fulfillment, and growth incentive opportunities. To learn more about the increased rebate options in 2018, distributors should contact their Nufarm Representative.

Customers of Nufarm Distributors can also add value with enhanced distributor credits across an expanded range of leading Nufarm products. End users can access 2018 Nufarm Rewards information at the new Nufarm Rewards website at [www.nufarminsider.com/rewards](http://www.nufarminsider.com/rewards). Additionally, a new rebate calculator tool will assist customers with program planning and rapidly tabulate rewards.

More than 40 trusted Nufarm-brand fungicides, insecticides, herbicides, and plant growth regulators are eligible for distributor credit. To qualify, end users must order and accept delivery of a qualifying order between September 15 and October 31, 2017. To receive rewards, end users must register during the same period. Previous registrants are automatically registered for 2018.

Nufarm's line up of rewards-eligible products includes leading turf and ornamental management solutions, such as Pinpoint, Anuew, Millennium Ultra 2, Certainty, Celero, Arena, Last Call, Aloft, Escalade 2, Safari, Cuproxat FL, TriStar, Spirato GHN, and 3336 brands. For a complete list of Nufarm professional products, visit [www.nufarm.com/us](http://www.nufarm.com/us).

As a leading supplier to the Golf and Lawn and Landscape markets, Nufarm's US Turf and Ornamental team delivers a portfolio of products meeting the value, efficacy, and innovation demanded by the market to solve the daily pest turf and ornamental issues you face. Trusted products such as 3336, Escalade 2, Horsepower, Arena and Aloft have been your go-to products for years and innovative solutions such as Last Call, Anuew, Pinpoint, Certainty, and Change Up

are more recent Nufarm solutions. An unsurpassed customer service team coupled with the sales and technical resources, all with a mission to solve your problems, sums up the personality of your Nufarm team. We are here to help you grow a better tomorrow, today.

For specific application rates, directions, mixing instructions and precautions, read the product label. Please visit [www.nufarm.com/us](http://www.nufarm.com/us) to download a full product label.

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*Nufarm Americas, Inc. is a subsidiary of Nufarm Limited, a manufacturer, supplier and marketer of crop protection products based in Australia. Nufarm is recognized as one of the leading agricultural and turf chemical manufacturers in the world. Nufarm Americas, Inc. formulates products that serve the agricultural, professional turf, vegetation management and forestry markets in the United States.*

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