

Burpee® 2021 Certified Grower Agreement



Welcome to the Burpee Certified Grower Program! This **Agreement** is intended to give you an overview of what our partnership in this program means and what we have agreed to provide to each other. Further details on the program can be found in the **Burpee Certified Grower Guidelines** accompanying this form.

To maintain the positioning of the Burpee brand, as well as the equity and value established by W. Atlee Burpee and Company since 1876, your successful **Burpee®** program should consist of:

- **Variety:** Burpee varieties purchased from Ball.
- **Product Quality:** Excellent product quality on the shelf.
- **Packaging:** Product in an approved pack with Burpee handle, a Burpee branded pot, an approved sustainable pot or grower choice container larger than a gallon in size.
- **Tag:** All materials grown as part of the Burpee program require a branded tag. Exclusive varieties may not be grown outside of the program.
- **Merchandising:** Branded POP materials are essential for a successful program.
- **Pricing:** Product priced at or above average market price.

'**Exclusively Burpee!**' varieties require branded tags as a part of the program. As a service, exclusive variety tags will automatically be ordered for you unless you purchase them at the same time as you purchase Burpee exclusive varieties. For a list of Burpee exclusives, please visit burpeehomegardensbrand.com/products. Requests to return exclusive tags must be approved by a Burpee team member. By working together, we can continue to offer the consistent quality and brand recognition of Burpee that will result in a successful sales year.

Your signature indicates your acceptance of the terms outlined here and in the Burpee Certified Grower Guidelines with your intent to participate in the Burpee program. If you do not meet the terms outlined in this agreement, along with the program guidelines, it may result in the loss of your eligibility for the rebate and Burpee program. By signing this agreement, your account will be automatically re-enrolled into the program each subsequent year. To opt out of the program, notify us by mail, email or fax.

To participate in the program, please fill-out, sign and return this form to:

Mail: Ball Horticultural Company
Attn: Burpee Admin
622 Town Road
West Chicago, IL 60185

fax:
800 234-0370
Attn: Burpee Admin

e-mail:
BurpeeAdmin@ballhort.com

Business Name:

Ball Account #:

Address (delivery address, city, state/province, postal code):

Country:

Email:

Telephone number:

Contact Name:

Job Title:

Planned Retail Destination:

- Self Retail Grocery Landscape Wholesale Other

Have your business automatically listed on our Retail or Grower locators online!

Select **Retail** so consumers can find your business on our website or select **Grower** so retailers can contact you or select **Both** if applicable.

- Retail Grower Both None (I am non-profit/school/landscape grower)

This agreement for program year 2021 beginning September 1, 2020 is accepted by:

Signature:

Date Signed:

(type your name here as your digital signature or print, sign and mail/fax form.)