

Burpee®

2021 Certified Grower Guidelines



Welcome to the Burpee Certified Grower Program! You have been invited to participate in this program as a result of your continued dedication to delivering quality products to your customers. We are excited to have you as part of the Burpee team and wish you continued success in the upcoming year.

The Burpee Certified Grower Program is designed to provide you with tools and opportunities to increase your revenue and grow profits. We have designed our program to be based on sell-through, with shared risk for non-sales, including providing a royalty rebate for used, unsold tags. One of the most significant benefits of this program is the value of the Burpee® brand name. To continue to reinforce the value of this brand, we need your cooperation and have set the following guidelines for a successful program.

Products

All products for the Burpee program should be purchased from Ball. We have chosen the best consumer-performing varieties to include in this program, categorizing them according to features that can be easily promoted, i.e., Burpee Knows Foodies, Burpee Knows Small Spaces, Burpee Knows Amazing, Burpee Knows Color and Burpee Knows Flavor. In addition to a large selection of 'tried-and-true' favorites, there are also 'Exclusively Burpee!' items that are only available as part of this program. You can find a complete list of the products that are included and/or exclusive to the Burpee program at www.burpeehomegardensbrand.com.

Quality

As our grower partner, we are counting on you to deliver product that meets the Burpee brand quality standards. Product delivered to retail in pots, packs, bowls or containers should be consistent in size with the container (i.e. not under or overgrown). The product should also be free of disease and in healthy condition. If you are responsible for maintaining the product at retail, any products that do not meet these quality standards should be removed from display.

Culture information can be found at www.burpeehomegardensbrand.com that provides growing guidelines to assist you in meeting the program's quality expectations.

Tags

Burpee branded product should arrive at retail accompanied by a Burpee branded tag showing prominently at the front of the packaging. A variety of tags have been developed to match the appropriate-size container. Styles include:

- **Mini Portrait Tags:** Designed to be used in a 306 packs or pots up to 1 gal (19 cm).
- **Portrait Tags:** Designed to be used with select patio-ready varieties in pots larger than a gallon.
- **Large Nursery Tags:** Designed to be used with select single series and Burpee combo varieties in a grower choice hanging basket.
- **Medium Locking Tags:** Designed to be used with a grower choice hanging basket or container with locking slot.
- **Organic Tags:** Designed to be used in 306 packs or pots up to 1 gal (19 cm). These tags display the USDA organic seal, are fulfilled on a custom-order basis and need to meet order minimums. Must be certified organic to purchase.

Tags are ordered through Ball and will drop-ship directly from the tag supplier. The creation, production and/or purchase of any other tags making use of the Burpee registered trademark or other similar trademarks is not allowed. Similarly, any modification to tags bearing the Burpee brand is not allowed without written consent from Ball.

'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.

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Packaging

Burpee products should be merchandised with approved packaging. You can purchase branded packaging directly from several approved pot suppliers. A list of approved suppliers for both plastic and sustainable pots can be found at www.burpeehomegardensbrand.com. Contact these suppliers directly for pricing and availability. A limited selection of pots and trays are available from Ball. Please contact your sales rep for ordering information. Packaging options include:

- **Hanging Baskets:** A grower's choice hanging basket can be used with a Burpee large nursery or medium locking tag.
- **Handles:** Burpee-branded handles are designed to be used with the black 306 pack and they are available for purchase from Ball.
- **Trays:** Trays used for merchandising plastic pots should be either black or white. No other color trays should be used. Sustainable pots can be merchandised in black or white plastic, or in sustainable trays.
- **Grower Choice:** Grower choice containers can be used for product grown larger than a gallon in size.

Any modification to packaging bearing the Burpee brand is not allowed without written consent from Ball.

Pricing

The Burpee program is designed for maximum profit margin. This includes the consumer, who will pay a premium for a nationally branded program because of the confidence, knowledge and success that encompasses the Burpee brand.

Your order for tags will include two elements, the price of the tag and the royalty associated with the program. These will appear in two separate columns on the invoice.

You will be invoiced for the price and royalty according to your terms and conditions agreement with Ball.

In order to maintain the value and equity of the brand, as well as to maintain your own margin, the product shouldn't be everyday-priced or below. For annuals, vegetables and herbs, we recommend you price at or above other branded programs. In addition, the retail price should reflect a premium compared to non-branded or black-pot programs.

Merchandising

Point-of-purchase merchandising is a critical component of the program, as it helps to provide guidance and confidence to the consumer in making a purchase decision. Burpee point-of-purchase materials are free; just pay for shipping & handling.

We recommend all programs that include 2,000 or more units should have Burpee point-of-purchase materials. Not sure what point-of-purchase materials will work for you? Here are our recommendations:

- For product merchandised on grower carts, each cart should include a vertical cart banner on at least one end and cart sign that indicates pricing.
- For product merchandised on traditional benches, each bench should have bench tape & bench card.
- Store banners are designed for fences or walls.

All Burpee point-of-purchase material can be ordered from Ball. The creation, production and/or use of the Burpee logo in any other format are not allowed. This includes the use of the Burpee logo, merchandising elements, POP, marketing materials, websites, advertising and PR materials. Contact Ball if you wish to use the Burpee logo other than as outlined here.

Burpee product should be merchandised as a dedicated brand space display on racks or benches with visible POP. All merchandising components should be removed once the program has been sold out for the season. Merchandising components in good condition at the end of the season can be reused the next season.

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Distribution

This program is intended for sale in a traditional retail environment; therefore, resale of seed, plug or other form for or to commercial fruit and/or vegetable producers is not allowed. W. Atlee Burpee Company currently provides online and direct mail fulfillment of plants shipped to consumers' homes. Due to the conflict with this existing program, you should not offer Burpee plants for sale on the internet for delivery to a consumer's home. However, product can be offered on the website for "In store pickup."

Retail and Grower Locators

You can register store locations that are selling the Burpee program directly with the Burpee Admin. This allows store locations to appear on our consumer-facing website at www.burpeehomegardens.com. You can also register your business as a grower so that retailers can easily find sources for Burpee finished product. Help us keep our locators up-to-date by notifying the Burpee Program Admin when you add or delete stores. If you did not choose this option at the time of signing up, you can contact the Burpee Admin to add your business to our grower locator found online at burpeehomegardensbrand.com. You can contact the Burpee Admin using the following options:

- **Mail:** Ball Horticultural Co., Attn: Burpee Admin, 622 Town Road, West Chicago, IL 60185.
- **Email:** BurpeeAdmin@ballhort.com
- **Fax:** 800 234-0370, Attn: Burpee Admin

Royalty Rebate Program

The **Burpee Royalty Rebate Program** is an additional benefit we offer to our Certified Growers. Ball will refund the royalty associated with **Used, Unsold Tags** for products that are planted and grown, but not invoiced to the retailer or sold to a consumer.

Ball will refund the royalties associated with these products, either as a credit toward your outstanding Ball trade invoices or to your account for future Ball purchases.

Note: Clean, Unused Tags are not part of the rebate program and can be returned under the **Unused Tag Return Policy**, described in the next section.

The Rebate Redemption is offered for tags invoiced during the Rebate Year, which runs from September 1 of the prior year until August 31 of the current year. Rebates will be processed by September 15. No rebates will be allowed for tags shipped more than one year prior.

Claiming your rebate:

- Collect your **Used, Unsold Tags**.
- Complete the Rebate Redemption Form found at www.BurpeeHomeGardensBrand.com.
- Send both to: Ball Horticultural Co., Attn: Burpee Admin, 622 Town Road, West Chicago, IL 60185.

Unused Tag Return Policy

Clean, Unused Tags, of quantities valued at \$100 or more without royalty, can be returned for credit less a 15% restocking fee for tags purchased within one year of the original ship date. Authorization is required prior to returning any product that is obtained by a Ball Claims Specialist. Coordinating with the Ball Claims Specialist, Westrock will determine the disposition of the product (pickup issued, customer to return, credit issued without returning) based on the circumstances behind the return and the dollar value of the product. Tag returns must meet the following criteria for return

- a) Tags must be clean, in original bundling and in the original box
- b) Tags must be the current years version
- c) Returns containing tags from more than one order must include the identifying purchase order numbers to aid in determining which invoice to credit.

Custom tags and handles are not eligible. For returns that are valued below \$100 will not be accepted by the tag supplier to be restocked but may qualify for a 50% credit. If credit is issued for tags valued below \$100 without royalty, they cannot be resold or reused and should be recycled.

With authorization, credit will be issued for all tags. All products returned due to Westrock error will be credited in full. Products returned for any other reason will be subject to a 15% handling fee and original shipping and handling fees will not be credited.