

Maximize Your Per-Acre Payment Potential

One-time Mars Carbon Bonus Opportunity + Bayer Carbon Program Benefits

MARS Petcare

TOGETHER WITH ForGround
by Bayer

Bayer and Mars Petcare US, Inc. are offering a limited, one-time bonus opportunity to eligible growers practicing no-till, strip-till and/or cover crops.

You can earn a **\$4 per acre, per practice bonus** stacked on top of the existing Bayer Carbon Program offer of \$6 per acre, per practice for a total of **\$10 per acre, per practice**.¹


The Mars Carbon bonus opportunity only applies to fields or additional acreage enrolled in the Bayer Carbon Program on or after May 1, 2024. After 2024, you'll still be enrolled in the Bayer Carbon Program with access to its full program benefits (additional details on back).



First Come, First Served!


Open exclusively to fields in Illinois, Iowa, Minnesota, Nebraska and Wisconsin growing corn, soybeans or wheat in the 2024. **Once the acre limit is reached, growers who wish to participate in the Mars Carbon bonus opportunity will be waitlisted and contacted if additional acres become available.**

Season	No-till/Strip-till	Cover Crops	Potential Total
2025 & Beyond Bayer Carbon Program	\$6 per acre	\$6 per acre	Up to \$12 per acre \$6 per acre/practice
2024 Bayer Carbon Program + Mars Bonus	\$6 per acre + \$4 per acre Mars Bonus	\$6 per acre + \$4 per acre Mars Bonus	Up to \$20 per acre \$10 per acre/practice



Eligible Crops

Corn
Soybeans
Wheat



Eligible Practices

No-till
Strip-till
Cover Crops

Additional Payment Opportunities	Potential Total
Historical Payment Per Year Bayer Carbon Program Adoption and continuous practice of both no-till/strip-till and cover crops started on or after August 1, 2019. ¹	Up to \$48 per acre One-time payment \$6 per acre/practice/year
Nitrogen Management Program Potential Add-On Nitrogen reduction and use of select nitrification inhibitors on a field planted with corn. ²	\$4 per acre



The Mars Carbon bonus opportunity won't last long.
Enrollment opens May 1st. Scan the QR to get started.



¹ Payments subject to: (a) verification by Bayer that the selected practices have been performed and, for historical payments, that carbon assets have been generated; and (b) all other applicable terms of the Bayer Carbon-Smart Master Services Agreement and attached program terms.

² Applicable field must also be newly enrolled in a qualifying carbon program, offered through ForGround by Bayer, as of 2024 to participate in the Nitrogen Management Program. Must use qualifying nitrification inhibitor and realize a 5% reduction in synthetic nitrogen compared to 4-year baseline average prior to nitrification inhibitor use. Field must be planted with corn to be eligible for per acre payment. See Bayer Carbon-Smart Practices Master Agreement for further detail.

