



Burpee Home Gardens® 2014 Certified Grower Agreement

The Burpee Home Gardens Certified Grower Guidelines are an integral part of this Agreement. By signing this Agreement you are stating that you have read through the Guidelines and agree to participate in the program under the Guidelines and direction as set forth therein.

I understand that the following components of the program need to be maintained to ensure that the positioning of the brand aligns with the equity and value established by W. Atlee Burpee and Company for over 130 years. A successful BURPEE HOME GARDENS program consists of the following:

- VARIETY: Only approved Burpee Home Gardens varieties purchased from Ball are allowed
- PRODUCT QUALITY: Excellent product quality on the shelf at all times
- TAG: One Burpee Home Gardens tag per saleable unit purchased from Ball
- HANDLE: One handle per 306 pack
- PACK/POT: Product must be in an approved pack option, a Burpee Home Gardens branded pot, a Burpee Home Gardens-approved sustainable pot. Patio-ready pot or hanging baskets are grower choice.
- MERCHANDISING: Program must be accompanied by appropriate POP materials
- PRICING: Product must be priced at or above average market price

This program is offered for production and support of the home gardener market and for in-store sales only. Resale of seed, plug or other form of product for or to commercial fruit and/or vegetable producers is not allowed. Online or direct mail sale of Burpee Home Gardens branded product is prohibited. In addition, any other use of the Burpee Home Gardens brand, as it pertains to products, tags, pots, POP or other materials, is not allowed without express written consent from Ball Horticultural Company.

I understand that failure to comply and deliver a program as specified may result in the loss of eligibility for the rebate program and possible future decertification from the Burpee Home Gardens program. I agree that Ball Horticultural Company (Ball) or W. Atlee Burpee & Co. (Burpee) can perform visits to my locations to ensure adherence to the program. Ball will notify me if I am found to be in violation of any of the Guidelines, which are summarized above, and I will be asked to remedy the situation.

Your signature indicates your acceptance of these terms as outlined in the Certified Grower Guidelines and your participation in the Burpee Home Gardens program. By signing this agreement your account will be automatically re-certified into the program each subsequent year. To opt out of the program it is your responsibility to notify us by mail, email or by fax. If you have opted out of the program during any season, a new agreement will be required to re-certify into the program. To be a certified grower, please sign and return this form to:

Mail to: Ball Horticultural Company
Attn: Burpee Home Gardens Program Administrator
622 Town Road
West Chicago, IL 60185

OR fax to: 800 234-0370 **OR e-mail to:** bhgpa@ballhort.com

Planned Retail Destination(s): _____

This agreement for program year 2014 beginning October 1, 2013 is accepted by:

(signature-required*)		
(signature printed, title-required*)		
(by date-required*)		(by company-required*)
(Ball Customer Number- required*)		(address 1-required*)
(company contact name-required*)		(address 2)
(title)		(city, state, postal code-required*)
	(email)	(phone-required*)
		(country-required*)

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

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

YES! I want to have my business information uploaded automatically to:

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