



## 2009 Crop Year DEALER AWARDS

### National Sorghum Producers Yield Contest

Encouraging your customers to enter the 2009 National Sorghum Producers (NSP) Yield Contest pays. That's because DEKALB® brand sorghum has established a contest program to reward the dealers with the most 2009 DEKALB grower entries.

#### Here's What You Could Win:

\$500 gift certificate for DEKALB brand I.D. merchandise

#### Here's How It Works:

- 1 The dealer with the most qualifying grower entries in each state can qualify to win a \$500 gift certificate good towards DEKALB brand I.D. merchandise.
- 2 There are no dealer forms to complete. Open only to Monsanto dealers in good standing at time of contest with five or more qualifying grower entries. One dealer per state can win a \$500 gift certificate. The dealer with the highest number of completed and eligible DEKALB grower customer entries in the 2009 NSP Yield Contest, as reported by NSP per state will be deemed the winner. To determine the number of grower entries for each dealer, qualifying growers (and their qualifying entries of DEKALB brand hybrids in the contest) will be matched to one dealer in their corresponding state and credited to that dealer in Monsanto's sole discretion for purposes of this contest based on the grower point of sales (GPOS) information reported by dealers to Monsanto. A dealer must have a minimum of five qualifying grower entries to be considered. In the event of a tie, the highest number of national and state awards won by the dealers' grower customers and/or the highest total GPOS-reported sales of all DEKALB brand hybrids will be considered. For further details and grower rules for entering the 2009 NSP Yield Contest, see the 2009 NSP Sorghum Yield Contest Entry Rules published by the NSP.

#### Important Details:

- 1 Dealers will be qualified based on their total number of qualifying grower entries—your customers do not have to win for you to qualify. Dealers must have a minimum of five qualifying grower entries to participate.
- 2 Taxes, if applicable, are the sole responsibility of each prize winner.\*
- 3 Dealer awards will be announced in December, 2009.

#### The 2009 Grower Awards Include:

2009 National Awards\* (National winners selected from state 1st place winners)

All prizes have been increased for the 2009 contest.

All DEKALB brand national winners receive a trip for two to the 2010 Commodity Classic in Anaheim, California. In addition, they receive:

1st	\$10,000 cash prize and commemorative award
2nd	\$6,000 cash prize and commemorative award
3rd	\$4,000 cash prize and commemorative award
Bin-Buster	\$5,000 cash prize and commemorative award

2009 State Awards\* (Non-National Award Winners with winning score equal to or greater than 30)\*\*

1st	\$3,000 cash prize, trip for two to the 2010 Commodity Classic and commemorative plaque
2nd	\$2,000 cash prize, trip for two to the 2010 Commodity Classic and commemorative plaque
3rd	\$1,000 cash prize, trip for two to the 2010 Commodity Classic and commemorative plaque

\*Please note that you will receive a W-9 form that must be completed for prize values exceeding \$600. The IRS may require you to claim the value of the prize(s) you receive as taxable income on your 2009 tax return. Please consult your tax advisor if you have questions.

\*\*NSP scores are based on winning yield in excess of county average yield.