

## **STRIKE YIELD ENHANCEMENT SOCIETY**

### **2025 POTATO GROWING COMPETITION**

#### **What is Strike?**

Strike formulations are Chloropicrin-based products and some of the most effective soil fumigants to manage soil borne pests and pathogens in potatoes and other crops. Pre-plant soil fumigation treatment is the first step in a successful soil health and pest management system. Strike can be applied alone or in combination with other fumigants via shank injections. The Strike product line helps you grow a cleaner, greener, and more sustainable crop year after year.

#### **What is the Strike Yield Enhancement Society?**

It's a yield contest, comparing the marketable yield average for crop potato growers across Canada (the "Contest"). It's access to the latest information regarding potatoes, soil-borne disease, and soil health. It's an opportunity to network with like growers. It's a chance to level up your harvest yields and farm economics.

Growers participating in the Contest shall read and agree to be bound by the Official Rules (the "Rules") before taking part in the Contest organized by Douglas Agricultural Services, Inc. (the "Sponsor").

### **OFFICIAL RULES**

- 1. NO PURCHASE NECESSARY TO ENTER OR WIN.**
- 2. HOW TO ENTER:** Growers ("Growers") shall register to participate in the Contest by filling out the online sign-up form at [<https://www.douglasag.ca/strike-yield-enhancement-society.html>] (the "Site") and entering their contact information and answering a background questionnaire regarding the details of the Grower's crop cultivation history.
- 3. CONTEST DATES AND DURATION:** Online registration for the 2025 season runs from January 15, 2025 to June 15, 2025. Contestants must submit their results by November 1, 2025 to be eligible to win. Winners will be announced on December 1, 2025.
- 4. ELIGIBILITY:** Open to Growers of potato crop in the Canadian provinces of New Brunswick, Quebec, Ontario, Alberta, Nova Scotia and Manitoba. Growers shall be a farming corporation, including, but no limited to, a corporation, limited liability company or partnership. Employees or officers of the Sponsor and its Affiliates ("Affiliate" means with respect to the Sponsor, any entity that controls, is controlled by, or is under common control with the Sponsor), or members of their immediate family or persons living in the same household are not eligible to compete. Void where prohibited.
- 5. CONTEST CATEGORIES AND REPORTING:** The Contest is be comprised of three categories of potato crop (table, chip or processing) across six geographical areas (New Brunswick, Quebec, Ontario, Alberta, Nova Scotia and Manitoba) for a total of 18 categories. Participants shall self-reporting their yield using the official measurement reporting template available online at [<https://www.douglasag.ca/strike-yield-enhancement-society.html>].

Participants must enter their reporting yield by November 1, 2025 at 11:59pm PDT to be eligible to win. A winner will be determined in each of the 18 categories by the marketable yield average per acre, based on their skilled labor in cultivating potato crop. In the event of a tie, two winners per category can be announced.

6. **PRIZES:** Each of the winners will receive a prize package consisting of: (1) a barn sign acknowledging them as the Strike Yield Enhancement Society winner for the season; (2) acknowledgement on our website as a winner for the season; (3) a \$100 Tim Horton gift card, and (3) a “winner” hat. No substitution or transfer of prize permitted by winner. Sponsor reserves the right to substitute a prize of equal or greater value. If a potential winner is disqualified for any reason, the applicable prize will be allocated to an alternate winner from among the remaining eligible entries. All income taxes resulting from acceptance of prize are the responsibility of winner. Acceptance of a prize constitutes permission to the Sponsor and its Affiliates to use winner's name and/or likeness, biographical or company information, and information about their crop and yield, for marketing purposes without further compensation or right of approval, in perpetuity, unless prohibited by law. Sponsor will not be responsible for: lost, late, misdirected, damaged, illegible, incomplete, incorrect self-reporting information; lost, late, or misdirected prize notices; or any typographical, or other error in the printing of the winner, administration of the Contest, or announcement of the prizes. In the event of any such error, Sponsor reserves the right to cancel or modify this Contest in a manner deemed appropriate by the Sponsor at its sole discretion. All federal and local laws apply.

7. **WINNER NOTIFICATION:** Contest winners shall be notified through the contact information they provided on the sign-up form, and will be listed on the Sponsor’s website. Winners will be asked to complete and return a self-reporting affidavit prior to being eligible to claim their prize.

8. **DATA USAGE.** Sponsor may collect, store and analyze any information regarding the Grower, its grow history and its yield, along with any of the information or data given to or obtained by the Sponsor due to the Grower’s use of the Site, and share such information with its Affiliates, agents and services providers in order and to the extent reasonably necessary to carry out management of its businesses, including, but not limited to, research and development, and marketing of the Sponsor or its Affiliates businesses. Sponsor will not, without the prior agreement of the Grower, provide access to Grower’s data to third parties for their commercial use.

9. **HOLD HARMLESS.** By entering this Contest, Growers waive all right to, and hold harmless the Sponsor and its Affiliates from, any claim, liability, loss, damage (including punitive, incidental, and consequential damages), or expense (including attorneys' fees) arising out of or in connection with participation in this Contest or the acceptance, use, or misuse of any prize. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.**

10. **CHOICE OF LAW AND FORUM:** Entrant agrees that all matters arising out of or relating to this Contest and these Official Rules are governed by, and construed in accordance with, the laws of the Province of Ontario, without giving effect to any of its conflict of laws

provisions thereof. Entrant further agrees that any legal suit, action, or proceeding arising out of or relating to this Contest and these Official Rules shall be brought exclusively in the courts of the Province of Ontario.

11. **DISPUTE RESOLUTION.** In the event of any controversy or claim arising out of or relating to the Contest or these Rules, or the breach thereof, the parties hereto shall consult and negotiate with each other and, recognizing their mutual interests, attempt to reach a satisfactory solution. If they do not reach settlement within a period of 60 days, then, upon notice by any party to the other(s), any unresolved controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by binding arbitration administered by ICDR Canada in accordance with its Canadian Arbitration Rules.

12. **SPONSOR:** Douglas Agricultural Services, Inc., an Ontario business corporation located in Simcoe, Ontario, Canada.