

Date: August 30, 2011
To: Interested Organizations, Institutions and/or Individuals
From: Keith Reinholt, MSPC Field Operations Director
Re: Solicitation of Proposals

On behalf of the Board of Directors of the Michigan Soybean Promotion Committee (MSPC), we are pleased to announce that the MSPC is now accepting Proposals for research, market development and/or educational projects designed to create profit opportunities for Michigan soybean producers and/or more positively image the soybean and its processed products. This process includes **both** a continuation of FY11 projects that received a contingent multi-year grant and/or new projects for 2012 (FY12).

The attached document is designed to provide an overview of the Request for Proposal (RfP) process and to invite **creative** Proposals to address the priority areas (page #5) as defined by the MSPC.

This is an annual solicitation process by the MSPC to determine viable soybean projects to achieve our Strategic Long Range Plan's **mission of increasing producer profit opportunities while positively imaging soybeans**. In an effort to accomplish our mission, research and market development projects in areas of food utilization, non-food utilization, production, quality and disease control are encouraged. Since *profit opportunities* are afforded from new and emerging market development as well as production efficiencies, proposals in the market development of new soybean based products will receive equal funding consideration. With the importance of a viable Michigan animal agriculture to our soybean meal economy, proposals designed to enhance the soymeal market are welcomed.

In an effort to better track the grant utilization process by the Principle Investigators (PI), we are asking for a final accounting of the grant distribution at each projects termination. This may require a coordinated effort by each PI with your institutions central accounting office to assure proper project charges for the submission of a final project accounting from which the final portion of the grant will provided.

Please take special notice of the timetable and method of submission as described in the accompanying RfP. If there are others in your organization for which this process would be of relevance, feel free to communicate this message.

Should questions arise, feel free to phone our Frankenmuth office at 989/652-3294 or through e-mail of reinholt@michigansoybean.org.

Encs.

Date: August 30, 2011
To: Potential Grant Participants at Michigan State University
From: Keith Reinholt, MSPC Field Operations Director
Re: Solicitation of Proposals

On behalf of the Board of Directors of the Michigan Soybean Promotion Committee (MSPC), we are pleased to announce that the MSPC is now accepting Proposals for research, market development and/or educational projects which meet our priority areas. This process includes **both** a continuation of FY11 projects that received a contingent multi-year grant and/or new projects for 2012 (FY12).

The attached document is designed to provide an overview of the Request for Proposal (RfP) process and to invite qualified applicants to submit **creative** Proposals to address the priority areas (page #5) as defined by the MSPC.

This is an annual solicitation process by the MSPC to determine viable soybean projects to achieve our Strategic Long Range Plan's **mission of increasing producer profit opportunities while positively imaging soybeans**. In an effort to accomplish our mission, research and market development projects in areas of food utilization, non-food utilization, production, quality and disease/weed control are encouraged. Since *profit opportunities* are afforded from new and emerging market development as well as production efficiencies, proposals in the market development of new soybean based products will receive equal funding consideration. With the importance of a viable Michigan animal agriculture to our soybean meal economy, proposals designed to enhance the soymeal market are welcomed.

In an effort to better track the grant utilization process by the Principle Investigators (PI), we are asking for a final accounting of the grant distribution at each projects termination. This may require a coordinated effort by each PI with MSU's central accounting office to assure proper project charges for the submission of a final project accounting from which the final portion of the grant will be provided. Again for 2012, you must coordinate a new, discreet account number with your Contract and Grants office for each project. Additionally, be sure to identify each expenditure as to your project when submitting documentation within your department.

Please take special notice of the timetable and method of submission as described in the accompanying RfP. If there are others for which this process would be of relevance, feel free to communicate this message.

Should questions arise, feel free to phone our Frankenmuth office at 989/652-3294 or through e-mail of reinholt@michigansoybean.org.

Encs.

Date: August 30, 2011
To: Selected County/Regional Offices
From: Keith Reinholt, Field Operations Director
Re: 2012 Research/Demonstration Proposal Requests

To allow for adequate time to develop, evaluate and budget for 2012 research/demonstration education outreach projects, we would like for you to be aware of the Michigan Soybean Promotion Committee's Request for Proposal (RfP) solicitation. Please note the enclosed RfP guidelines which should be reviewed before projects are considered for submission.

In the past, we have worked with county extension offices, soil conservation, etc. on numerous projects such as variety plots, educational materials, disease/insect plots, herbicide plots, educational meetings, etc.

Though still being evaluated for effectiveness of meeting our MSPC mission, Mike Staton will again be the state-wide soybean MSUE Coordinator for 2012. As such, one of his responsibilities is to work with his county MSUE peers for project coordination. With such coordination and the increasing needs by soybean producers for unbiased research, we believe 2012 proposals should be creative, coordinated, new in scope, and certainly relevant to needs in your county.

IMPORTANT: Even though page #2 of the RfP indicates proposal submission to our office, all county proposals **MUST** be submitted through Mike to allow a coordinated effort.

The MSPC would encourage you to review the enclosed guidelines and submit a well designed proposal that would be beneficial to soybean producers in your area. Again in 2012, we would encourage the collaboration of a regional project addressing challenges unique to your area.

While there can be no assurance of funding, every year the MSPC has allocated some funding for county/regional outreach education plots/projects to be held on a local basis.

After a review of the enclosed guidelines and a project is being considered, feel free to phone our Frankenmuth office at 989/652-3294 or e-mail reinholt@michigansoybean.org as questions arise.

Encs.