



MICHIGAN SOYBEAN PROMOTION COMMITTEE

a new release



FOR IMMEDIATE RELEASE

October 12, 2011

Contact: Laura Wilson

Ag Relations Director

lwilson@michigansoybean.org or

877.769.6424

Michigan 4-H Soybean Essay Contest

The Michigan Soybean Promotion Committee (MSPC) is offering a new soybean essay contest for Michigan 4-H members. This contest will not only educate our future leaders about this golden bean, but also provide positive public imaging for Michigan's soybean farmers.

Michigan 4-H members, ages 9-19, are given the chance to win a cash prize for their 4-H club or group by developing essays with photos about soybeans. Essays must be 250 words or more. They must explore a soybean topic based on how Michigan's soybean farmers produce soybeans for food, feed, fiber, and fuel.

The deadline to submit photos and essays with an entry form is May 31, 2012. Photos may be posted at the MSPC Facebook page www.facebook.com/MichiganSoybean by the 4-H club or group leader or by the 4-H member. The MSPC Board of Directors will determine the 3 winning essays based on factual information, development of theme, demonstration, clarity, and photo sharing. To receive updates on the 4-H members' essay progress and contest results, and to receive important information on Michigan's soybeans, like the MSPC on Facebook! Visit www.facebook.com/MichiganSoybean and click the "Like" button.

"This contest is a great opportunity for 4-H members to learn more about the importance of soybeans and their impact on the world around us," said Jake DeDecker, 4-H Program Leader at Michigan State University. "For those 4-H members that already possess a good deal of knowledge about the subject, the learning comes from packaging the information and effectively communicating the message using words and pictures. In each situation, youth will learn important life skills such as communication, teamwork, leadership, problem solving, and decision making which will help them develop into tomorrow's leaders."

The winning Michigan 4-H clubs or groups will receive cash prizes as follows: 1st place \$250, 2nd place \$150, and 3rd place \$50. All entrants and winners will be informed of the results no later than June 15, 2012. The MSPC will announce the contest results at their web site, Facebook page, and in other forms of media, such as radio and print. For additional rules, guidelines, and entry forms, visit the MSPC web site at www.michigansoybean.org and click on 4-H Essay Contest.

The Michigan Soybean Promotion Committee represents soybean farmers in the state and funds soybean research and educational efforts through the soybean checkoff. For more information on the Michigan Soybean Promotion Committee, visit www.michigansoybean.org.

- end -