



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 FFA Soybean Video Contest is Open

The Michigan Soybean Promotion Committee (MSPC) created another soybean video contest. Since social media are common modes of communication for nearly all ages, the MSPC has decided to promote educational soybean videos on Facebook via a contest for the Michigan FFA members.

Michigan high school FFA members are given the chance to win cash prizes for their FFA Chapters by developing videos about soybeans. Video length is to be no more than 3 minutes and no less than 30 seconds. They must contain educational, soybean specific messages, such as health benefits of soyfoods, environmental benefits of soy-based products, and so on. The deadline to submit videos with an entry form is November 30, 2011. The MSPC Board of Directors will determine the top 3 videos, and the placement will be decided by the amount of “likes” on each video only at the MSPC Facebook page. To receive the results of the contest, and receive important information on Michigan’s soybeans, like the MSPC on Facebook! Visit www.facebook.com/MichiganSoybean and click the “Like” button.

“The Michigan Agriscience teachers are showing a lot of excitement for this opportunity,” said Dave Wyrick, Michigan FFA State Executive Secretary. “We see this not only as a benefit to the students but as a benefit to the ag industry as well.” The winning FFA Chapters will receive cash prizes as follows: 1st place \$3,000, 2nd place \$1,500, and 3rd place \$650. Winners will be announced at the Michigan FFA State Convention on March 9, 2012. For additional rules, guidelines, and entry forms, visit the MSPC web site at www.michigansoybean.org and click on FFA Video Contest

The winning videos from the first FFA soybean video contest are available for viewing at the MSPC Facebook page and at the MSPC web site.

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 -