



MICHIGAN SOYBEAN  
PROMOTION COMMITTEE

**a new release**



**FOR IMMEDIATE RELEASE**

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**Michigan FFA Soybean YouTube Contest Winners**

The Michigan Soybean Promotion Committee (MSPC) offered a YouTube contest for Michigan FFA Chapters. The focus of the Put a Little Soy in Your Life YouTube Contest was to inform the public about Michigan's soybean farmers and their dedication to produce soybeans for food, feed, fiber, and fuel. Michigan FFA Chapters competed to create unique, educational, and entertaining videos containing the message, "Put a Little Soy in Your Life," to promote on [www.YouTube.com](http://www.YouTube.com).

The MSPC Board of Directors reviewed each video and selected the top three. Andy Welden, MSPC President and soybean farmer from Hillsdale County, enjoyed watching each of the videos. "I was impressed by the enthusiasm of the students. They succeeded at conveying the value of soybeans and the message 'Put a Little Soy in Your Life,'" Andy said. "Since this was the first year, I hope these videos encourage more Michigan FFA chapters to enter in future soybean video contests," he added.

The rankings were determined by the amount of views on YouTube as of 8:00am EST on July 21, 2011. The results are: the first place winner receiving \$3,000 was the Saranac FFA Chapter for earning 1,677 views on their "SoyBean Rap" YouTube video; the second place winner receiving \$1,500 was the Lenawee Tech Center AM FFA Chapter for earning 1,297 views on their "Region 2 Soybean News" YouTube video; and the third place winner receiving \$650 was the Breckenridge FFA Chapter for receiving 1,019 hits on their "Put a Little Soy in Your Life" YouTube video. Check out these entertaining videos at [www.michigansoybean.org](http://www.michigansoybean.org). Click on "FFA YouTube Contest," view the videos, and share them with your family and friends. Always remember to put a little soy in your life!

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