



MICHIGAN SOYBEAN PROMOTION COMMITTEE

a new release



FOR IMMEDIATE RELEASE

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Michigan FFA Soybean Video Contest

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 promotes educational information on Facebook to help educate the public on the importance of Michigan's soybean farmers.

Since November 1, 2011, the Michigan high school FFA members developed videos about soybeans for the 2012 Michigan FFA Soybean Video Contest. The deadline to submit videos was November 30, 2011. The MSPC Board of Directors determined the top 3 videos based on eligibility requirements, factual information, properly developed theme, content and presentation clarity, creativity, and proper use of video technology.

The top three videos were produced by the Saline FFA Chapter, the Saranac FFA Chapter, and the Springport FFA Chapter. Now it's your turn to vote online! How? Visit the MSPC Facebook page at www.facebook.com/MichiganSoybean, watch each 2012 video, and "Like" your favorite one. The placement will be determined by the amount of "Likes" on each video only at the MSPC Facebook page as of March 6, 2012. To receive the results of the contest, and to 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 contest 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 2011 contest are also still 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.

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