



## **Market Development Request for Proposals**

Due June 14<sup>th</sup>, 2024

*The mission of the Michigan Soybean Committee is to manage checkoff resources to increase return on investment for Michigan soybean farmers while enhancing sustainable soybean production.*

The Michigan Soybean Committee (MSC) welcomes market development project proposals in this 2025 request for proposals. Submitting parties are empowered to devise creative solutions and find new ways to approach challenges with a soy-based solution.

### Background

The Michigan Soybean Committee has been administering programs in the areas of soybean research, education and market development since a grower approved assessment program became effective in 1976. Headquartered in St. Johns, the Committee is governed by a seven-member board of soybean producers representing seven soybean producing districts as defined in the 1976 approved referendum and subsequently amended. This board directs the program for which these proposals are being solicited. Any project approved and administered by the MSC shall be conducted in accordance with the Soybean Promotion, Research and Consumer Information Act, P.L. 101-624 and with the Soybean Promotion and Research order, 7 CFR Part 1220 by virtue of the MSC being appointed by the United States Department of Agriculture to administer the federal program in Michigan.

### Objective

The Michigan Soybean Committee welcomes project proposals through the Request for Proposal process to explore expansion of soybean market opportunities. All market development proposals should focus on creating demand by growing market and product opportunities for Michigan soy.

### Procedures

All project proposals will utilize the Michigan Soybean Committee project management system, Switchbox. All fields must be completed in full for the project proposal to be considered. Multiple year projects must request funding annually. Supplemental details must be provided regarding all direct costs including materials and supplies, travel, publication costs and computer costs that exceed \$1,000. Leveraged fund sources and amounts are to be provided. Principle investigator salaries and benefits, nonexpendable equipment and administrative overhead charges including indirect costs are not permitted for inclusion on MSC proposals.

Please note that contracts created out of this Request for Proposals will begin on October 1<sup>st</sup>, 2024.

### Required Deliverables

Sharing of project results is critical to the impact of the investment made by MSC. If your project is funded, you will be required to submit a quarterly report to MSC that should include the up-to-date

details and current ongoings of the project. A final report should be submitted that details the final deliverables of the project and the effect it had on Michigan soybean farmers.

### Evaluation Criteria

Project proposals will be evaluated based on impact potential for Michigan soybean farmers along with industry feasibility, originality, scientific soundness, investigator qualifications and collaboration. Collaboration is encouraged not only among investigators, departments, institutions, and organizations, but between disciplines and focus areas as well.

Proposals will also be considered based on their relative impacts on the goals of the MSC strategic plan. Proposals do not have to specifically adhere to one of the following strategic objectives to be considered. Though favor may be given to a project that more closely aligns with MSC's strategic objectives.

Strategic Initiative: Create Demand: Grow potential market and product opportunities for Michigan Soy.

Objectives:

1. Potential new industrial soybean oil users are aware that soybean oil can replace other plant and fossil oils in industrial use applications.
2. Domestic and international pork and poultry industries maintain and expand use of Michigan soybeans in their rations.
3. Additional acres of specialty soybeans acres are contracted in Michigan.
4. Biodiesel is accepted among diesel users as a tactic for reaching corporate sustainability objectives.
5. The international aquaculture feed value chain increases the use of U.S. soy in their feed rations.

### Confidentiality

Proposals are distributed to the Michigan Soybean Committee board of directors, market development subcommittee members and staff for review. Some proposals may be selected for peer review. Proposals are considered privileged information and are shared only on a confidential basis. Special requirements for confidentiality should be included with the proposal.

### Submission Process

**All proposals must be submitted through our project management system, Switchbox, by 5 pm on June 14<sup>th</sup>, 2024. Please email Hanna Campbell at [hcampbell@michigansoybean.org](mailto:hcampbell@michigansoybean.org) to be set up as a Switchbox user. You must be set up as a Switchbox user in order to view the form and submit a proposal.**

Please contact Hanna Campbell ([hcampbell@michigansoybean.org](mailto:hcampbell@michigansoybean.org)) with any questions regarding procedures, criteria, or the use of Switchbox.