

# 2011 Minnesota Soybean County Promotion Program Guidelines

The Minnesota Soybean Research & Promotion Council (MSR&PC) and Minnesota Soybean Growers Association (MSGA) are proud to announce the continuation of the County Promotion program for FY11.

## ABOUT THE PROGRAM

MSR&PC's Domestic Marketing Committee developed this program to assist County Soybean Associations in educating and promoting soybeans. This year each county is allowed to claim up to \$4,000 in reimbursement for those activities. While there is no requirement for counties themselves to provide matching funds, there are some guidelines to follow:

1. The activity or promotion must be germane to soybeans.
2. It must be available to all soybean farmers in your county (not just MSGA members.)
3. The soybean checkoff must be acknowledged in some way: i.e. tagline or logo

Remember County Promotion dollars come from state checkoff funds and need to promote and educate ALL producers, consumers, etc. The funds are designed to be inclusive and share the story of soybeans with as many people as possible.

## ACCEPTABLE/UNACCEPTABLE PROJECTS

County promotion dollars can only be used toward approved activities. If the activity is determined as an unacceptable use of checkoff funds, counties can proceed with it using their own (non-checkoff) county funds. Examples of both items are as follows:

### Acceptable:

- Trade show booths
- Biodiesel fuel promotions
- Parade floats
- Radio ads
- Educational events
- Print ads
- Billboards
- Tractor pulls featuring biodiesel

### Unacceptable:

- T-shirts or clothing (unless pre-approved by the Domestic Marketing Committee Chairman)
- Educational events which only MSGA members can attend
- County Annual Meetings
- Fuel events that only promote E85 or ethanol
- \*Leadership activities

*\*While leadership development is important to MSR&PC, the County Promotion Program is not designed to fund these activities. Examples of non reimbursable leadership activities include educational scholarships, support of FFA/4H programs, participation in youth leadership camps, etc.*

## **2011 SOYBEAN CHECKOFF PRIORITIES**

Below is a list of priority areas from the 2011 Communications Strategic Plan. These points, developed by state soybean leaders, should give you a framework for ideas that will help further the vision of Minnesota's soybean checkoff program.

1. Developing higher soybean yields
2. Increasing public research for production agriculture
3. Promoting the livestock industry
4. Educating others about biodiesel as an advanced fuel
5. Investigating the value of amino acids as a measure of soybean quality
6. Educating the public about the benefits of biotechnology
7. Proactively seeking ways to be a part of the water quality discussion

## **PRE-APPROVAL/NEW IDEAS**

New ideas are encouraged, but counties must seek approval from the Domestic Marketing Committee prior to implementation. Please contact Sam at the MN Soybean office or the committee chairs for pre-approval.

## **ATTRIBUTION**

Again, it is important to remember when placing advertisements that the soybean checkoff be acknowledged. If you have any questions regarding this requirement please contact the MN Soybean Office or see the Attribution section of this document for examples.

## **REIMBURSEMENT**

To obtain reimbursement for this program, complete 2011 claim forms and send them to Minnesota Soybean office. Copies of ALL receipts, ALL bills, ALL print ads, ALL radio scripts or coupons, etc. must be attached to the form in order to be accepted for the reimbursement. Pictures of your event are also helpful.

**Please note there are TWO submission deadlines.**

- **First deadline: April 15, 2011** (For all activities taking place between September 1, 2010 and March 31, 2011.)
- **Second deadline: August 15, 2011** (For all activities taking place between April 1 - August 15, 2011. Expenditures occurring in late August may be submitted for reimbursement in the next fiscal year.)

Submission within 60 days of each activity is highly recommended. It is the responsibility of the county treasurer or chairman to submit claims in a timely manner. Claim forms are included with this packet and can be downloaded at [www.mnsoybean.org](http://www.mnsoybean.org).

**Return completed forms to: Minnesota Soybean Research & Promotion Council, 151 Saint Andrews Court, Suite 710, Mankato, MN 56001 or via fax at 507-388-6751.**

## ATTRIBUTION

**Per National Soybean Checkoff guidelines, appropriate attribution of the soybean checkoff must be included in County Promotion projects. Taglines must mention the state soybean checkoff or the Minnesota Soybean Research & Promotion Council**

Acceptable examples include:

*This message brought to you by the \_\_\_\_\_ County Soybean Growers and their checkoff.*

*Paid for by the \_\_\_\_\_ County Soybean Growers and the soybean checkoff.*

*Compliments of the \_\_\_\_\_ County Soybean Growers and the Minnesota Soybean Research & Promotion Council. Your checkoff dollars at work!*

## NEW! - MARKETING RESOURCE CENTER

In order to continue spreading the R.E.A.L. Story, the soybean checkoff has developed an online Marketing Resource Center (MRC) to help your county carry the message of MN Soybean's seven priority issues to the farmers and opinion leaders in your area. The MRC will provide access to all advertising collateral, including print, radio, billboard advertising as well as a message guide, fact sheets, radio scripts and presentations.

To access the MRC, simply visit the MN Soybean website—<http://www.Mnsoybean.org/MarketingResourceCenter>. You will need to provide the proper username and password to enter the site.

**Username: soybeanuser**

**Password: MN1306**

We hope that this gives you the opportunity to reach out to your community with the important topics that affect farming today. MN Soybean will be adding to the MRC frequently so check back often for updated materials. If you have a specific request to tailor an existing ad, please contact Naomi Mortensen for further assistance.

## CONTACTS

### PROJECT APPROVAL

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Chris Hill, Domestic Marketing Policy Chair,  
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### COMPLIANCE AND BILLING

Mary Maidl, Assistant Financial Director  
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### COMMUNICATIONS & ATTRIBUTION

Naomi Mortensen, Communications Director  
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