

2012-2013 Project Proposals to the Virginia Soybean Board

Project Implementation Period:  
July 1, 2012 through June 30, 2013

Cooperating Parties:

Virginia Soybean Association, Virginia Soybean Board, American Soybean Association, United Soybean Board, Virginia Polytechnic Institute and State University, Affiliated Soybean and/or Agricultural Organizations and Foundations, Agricultural Businesses

Project Title: Soybean Promotion & Education  
Funds Requested: \$12,850

Project Title: Biodiesel Promotion & Awareness  
Funds Requested: \$2,300

Project Title: Soybean Information Exchange  
Funds Requested: \$9,000

Project Title: Virginia Corn & Soybean Conference Recognition Opportunities  
Funds Requested: \$2,700

Project Title: Media Development & Services  
Funds Requested: \$12,000

Project Title: Soybean Leader & Project Meetings  
Funds Requested: \$14,000

Project Title: Soybean Operations Center  
Funds Requested: \$88,898

Project Title: Soybean Association Board Development  
Funds Requested: \$5,000

Project Title: Pilot Soybean Education Virginia Young Leaders  
Funds Requested: \$6,000

Project Title: Mid-Atlantic Educational Mission to Brazil  
Funds Requested: \$12,000

Total Funds Requested: \$164,748.00

**Project Title: Soybean Promotion & Education**

Funds Requested: \$12,850

Objective:

Promote Virginia's soybean industry by educating the general public about soybean based products for consumption and industrial utilization. Maintain producer awareness of product introductions and advancements. Encourage growth and expansion of soybean utilization through market initiatives.

Procedures:

Determine, assess and visit with potential users of soybeans and soybean products. Encourage soybean utilization where applicable. Act as education conduit for soybean producers and for soybean-based products with the public and media. Utilize Contract labor to assist in this effort.

In addition, exhibit/display at various agricultural events may include, but not limited to:

- Eastern Shore Ag Conference
- VA Tech Family Farm Show
- Virginia Ag Expo
- Virginia Agriculture Week
- Virginia Corn & Soybean Conf.
- Virginia Farm Bureau Annual Conv.
- VSA Soybean Field Day
- Virginia State & County Fairs

Sponsor local agricultural or soybean related events by providing promotional provisions of soybean food samples, literature, and/or financial sponsorship at the request of local groups for events to include, but not limited to:

- Agricultural Awareness Days
- Agricultural Conferences
- Conferences and Meetings
- Soybean Research Forum
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- Farm Fairs
- Field Days
- Health Fairs

\*To also include the purchase of educational materials needed for cooperative activities with the Ag in the Classroom Foundation and for participation of Virginia Soybean Association staff in local elementary education classrooms.

## **Project Title: Bio-diesel Promotion & Awareness**

Funds Requested: \$2,300

### Objective:

Promote the use of bio-diesel in Virginia and the use of Virginia soybeans as the raw material for bio-diesel.

To increase public awareness of bio-diesel, i.e., soy-diesel, as an advanced alternative fuel which is environmentally friendly by encouraging the utilization of the soy-diesel 2010 VW JETTA among association staff and leaders, thus increasing statewide consumer exposure to the soy-based fuel.

### Procedures:

Maintain a data-base of companies and individuals who are using bio-diesel, and keep interested parties up-dated on availability developments. Act as a catalyst for bringing interested parties together to facilitate bio-diesel distribution, manufacturing and use through meetings, phone conferences and tours.

Develop with the National Bio-diesel Board, Hampton Roads Clean Cities Coalition, Blue Ridge Clean Fuels, Virginia Tech University, James Madison University, and Distributors within the Petroleum Industry incentives that are being offered to promote bio-diesel manufacturing, distribution and use throughout Virginia and the Mid Atlantic.

Circulate the soy-diesel VW JETTA. Maintain the soy-diesel JETTA as a promotional vehicle for soydiesel fuel. Attend Renewable Fuel conferences within state of Virginia exhibiting products/printed material/vehicle to the general public.

## **Project Title: Soybean Information Exchange**

Funds Requested: \$9,000

### **Objective:**

Encourage officers and staff to network with other state, national, and global organizations thus enabling them to gain and share valuable soybean information at state and local events.

### **Procedures:**

Encourage annual attendance of leaders to national soybean meetings. Provide full/partial reimbursement of travel expenses for soybean producer leaders to represent the Virginia soybean industry at Connections Meeting/Soy Leadership Forum/Soybean Advocate & Influencer Conferences. Attendance is a vital producer communication tool, enabling Virginia's producers to remain competitive within the industry.

In addition, promote leader representation at local, regional, or other special events, meetings, or activities which are promotional, educational, or research oriented and to inform soybean producers of the work being accomplished.

Reimburse staff, i.e., Executive Director, for travel expenses as accrued for promotional and educational related activities, to include, but not limited to:

- Exhibit/Display Events
- Field Days
- Industry Contacts via Soybean Market Expansion Initiative
- Producer & Elevator Visits
- Soy in the Classroom
- Meetings: Local, Regional, & National

\*To also include expenses accrued while hosting a guest, i.e. lunch, etc.

**Project Title: Virginia Corn & Soybean Conference Recognition Opportunities**

Funds Requested: \$2,700

Objective:

Provide research information and recognition to producers, thus encouraging outstanding farming practices.

Procedures:

Encourage outstanding production practices as evidenced by higher yields and shared experiences. Provide award recognition to soybean yield contest winners (Full Season/Double-Crop/Irrigated) both with plaques and cash awards at the Virginia Corn & Soybean Conference.

Sponsor designated youths, such as the Virginia Tech Agronomy Club, to the Conference. Also include promotional activities and recognition for soybean leaders, i.e., president's/chairman's recognition, and other award recognitions for Board Director's as well as representatives of higher education/industry who have served the soybean producers of Virginia.

**Project Title: Media Development & Services**

Funds Requested: \$12,000

Objective:

Research economical media coverage opportunities. Disseminate current information via a variety of mediums, to include the Internet/Website, to all target groups. Include design of Soybean Quarterly Newsletter and communication pieces to membership and industry-related businesses and individuals. Develop comprehensive list of emails for all active members and utilize to communicate.

Procedures:

Provide professional, technical and photographic services to aid with producer communications, consumer information, and industry information. Services to include coverage of any/all major soybean events to include, but not limited to the Virginia Ag Expo and the Virginia Corn & Soybean Conference. Contract labor will be a large part of this success. Media services will include newsletters/newspapers/email/website updates and will update producers on profiles of Directors of both VSB's QSSB and VSA Board's. This activity will be carried out best through a Contract Employee focusing on this area.

## **Project Title: Soybean Leader & Project Meetings**

Funds Requested: \$14,000

### **Objective:**

Provide avenues of information to producers via meetings, thus leading the soybean industry into new and more prosperous endeavors.

### **Procedures:**

Arrange promotional, educational, or research meetings needed to guide Virginia's soybean industry. Meetings may include, but are not limited to Virginia Soybean Board, Virginia Soybean Association Board of Director Meetings, national and regional events/conferences and meetings of the primary committees of the Boards.

Among the projects/meetings that should/will be considered are: Commodity Classic where producers from all over the U.S. gather to discuss issues/opportunities for higher production and profits along with opportunities to see the latest in equipment/materials and software. Other meetings which will be of interest to both Boards include: Presidents Meeting educating leaders on pertinent issues, Soybean Leadership Forum, Soy Leadership college, and Soybean Board meetings.

## **Project Title: Soybean Operations Center**

Funds Requested: \$88,898

### Objective:

Provide a Virginia -based center of operation to allow the most professional and efficient accomplishment of promotional and educational project objectives.

### Procedures:

Provides appropriations for staff and facilities to conduct promotional, educational, and research activities for the benefit of the Virginia Soybean Industry. Office expenses are allocated and percentages billed to promotion & education projects or to the Virginia Soybean Association. Records indicate that approximately 92 percent of office administration is promotional or educational. Labor and overhead provisions include, but are not limited to the following:

- Salaries & Benefits
- Contract Labor
- Rent
- Telephone/Fax
- Office Supplies/Equipment
- Postage
- Office Insurances
- Professional Charges, i.e., Audit & Accounting
- Checks/Deposit Forms

(Total projected expenses are \$ 94,572.00 - Estimated amount to be covered by VSA is \$5,674.00)\*

\*The Virginia Soybean Association staff maintains a daily record which allocates time spent conducting promotional and educational project activities (VSB) from time utilized to conduct membership or lobbying efforts (VSA). The percentages of staff time allocated to VSA and VSB activities are calculated. Historically, 6-8 % of staff time has been invested in VSA activities. If in the fiscal year 2011-12, 6% of staff time is spent conducting VSA activities, the Virginia Soybean Association will pay 6% of the actual cost of maintaining a soybean operations center.

**Project Title: Soybean Association Board Development**

Funds Requested: \$5,000.00

**Objective:**

Promote Virginia's Soybean Industry by understanding Board Function and Responsibilities as well as understanding how to develop Leadership Skills and Styles. Developing and exposing attributes we all possess will allow Leaders of the Soybean Industry in Virginia to recognize those skills exhibited by Board members and recognize whom should lead various roles and responsibilities within the Virginia Soybean Association and QSSB.

**Procedures:**

Seek skilled Instructor who will pull our diverse Board together to focus on the driving forces at work today and tomorrow that will impact the success of Soybean producers throughout the state.

Determine/Develop pre-work exercise to stimulate/question priorities individually that are critical to understanding the broad geographic needs of our constituents.

Board Function and Responsibilities coupled with an assessment of ones Leadership skills and Styles must be identified to advance the overall Boards efforts.

**Project Title: Pilot Soybean Education Virginia Young Leaders**

Funds Requested: \$6,000.00

**Objective:**

Promote Virginia's Soybean Industry by educating potential young members of the Ag community about the Soybean Association (State and National) and its Management and Effectiveness on our Industry. Educate how their involvement can make a difference and incorporate invitations to meet Congressional Leaders from Virginia and State Senators and Delegates to discuss Ag issues and the workings of both these.

**Procedures:**

Invite Ag community to Regional Meetings with emphasis on Young Producers, those not yet engaged in Association Leadership/, those aspiring to become Leaders but not sure how to achieve this goal, and those that have not joined the Association and communicate the benefits of same. Utilize the talents of our Communications Contract person to instruct how to utilize our website/facebook asking for contact information via email regardless of membership. Set up meetings with Congressmen to discuss issues from a National perspective as well as invite those individuals who have expressed an interest to Board meetings and State House visits.

Goal of 2 persons from each geographic area of the state, with further goal of involvement within the Soybean Association Board within 2 years.



**Project Title: Mid-Atlantic Educational Mission to Brazil**

Funds Requested: \$12,000.00

**Objective:**

Provide Virginia Soybean Producers with Educational experience viewing farming practices/global competition for soybeans in Brazil. The producers will travel to central Brazil provinces (Mato Grosso and Rio Grande do Sul) to see first-hand agricultural practices in this country and how we can transfer their farming practices into Virginia and Mid-Atlantic advantages. Best Management Practices in soybeans will be at the forefront of this trip, along with how they manage multi-crops in their rotational practices.

**Procedures:**

Criteria developed for participation in this tour will be by the Soybean Association's Board of Directors and shared with state Soybean producers. Participate with the North Carolina and South Carolina Soybean Associations in developing schedule and agenda of planned sites to visit. Emphasis will be on Soybean production but all crops will be a part of tour. Tour will plan to depart around the 13th of January and return January 25<sup>th</sup>. Selection process for participants will be determined by Board members with the intent that only Soybean producers can participate in this partially funded trip. The Soybean Associations Board of Directors will be encouraged to allocate funding from Association accounts to participate financially as well to maximize funding. See attached email outlining potential involvement.