

New Product Development Action Team FY20 RFP

1. Summary and Background

Minnesota Soybean is made up of two organizations: the Minnesota Soybean Research and Promotion Council (MSR&PC) and Minnesota Soybean Growers Association (MSGA). These two very distinct and different organizations work together toward a common goal – to increase the profitability of Minnesota soybean farmers. On behalf of Minnesota's 25,000-plus soybean farmers, the organizations direct the investment of soybean checkoff dollars in international and domestic marketing programs, research projects and education and technology transfer efforts designed to increase the profitability of soybean production.

The **MSR&PC**, on behalf of Minnesota's 25,000-plus soybean farmers, direct the investment of soybean checkoff dollars in international and domestic marketing programs, research projects and education and technology transfer efforts designed to increase the profitability of soybean production. MSR&PC is made up of an elected board of 15 soybean producers from across the state.

The **MSGA** monitors government policies, supports research activities and market development activities to improve the profitability of soybean farmers throughout the state. Simply put, the MSGA looks out for the best interest of soybean farmers in St. Paul and Washington D.C.

2. Purpose

The purpose of this Request for Proposal (RFP) is not an offer to enter into an agreement, but rather a means to solicit proposals from various investigators and collaborators to help increase the profitability of Minnesota soybean producers. The Minnesota Soybean Research & Promotion Council will conduct an open, fair and complete evaluation of all proposals based on the criteria listed herein, and select those investigations that best represent the needs MSR&PC desires to address.

MSR&PC reserves the rights to reject all proposals, in whole or in part, and/or enter into negotiations with any party. MSR&PC shall not be obligated for the payment of any sums, to any RFP respondent unless a written contract between the parties is executed. Successful bids, as determined by the Promotion Action team (made up of MSGA and MSR&PC directors), will:

- Bring awareness of checkoff funded projects and programs implemented to increase profitability to Minnesota soybean farmers, and promote, educate and increase awareness of Minnesota's soybean farmers and the importance of soybeans and soybean products to influencers and consumers.
- Collaborator must maintain records and make them available for audit and inspection by MSR&PC, the United Soybean Board, or USDA.
- MSR&PC must retain ownership of all materials and information generated by collaborators.
- Collaborators cannot assign their duties under the contract to anyone else without prior written authorization.

- Funds awarded must not be used for any lobbying or influencing legislation at any level of government.
- Contracts will only be valid for one year, if a term of more than one year is anticipated a clause allowing termination on a yearly basis must be included.

General sponsorships, grants, gifts, or donations are prohibited from being funded by the USDA. Funds distributed must be used towards a specific project with deliverables. If the project is generally called a sponsorship or partnership, it must include deliverables such as advertisements, speaking opportunities, admission to an event, booth space, etc.

Projects must have a strong tie to soybean growers and soy in general. General agricultural messages and projects can be funded; however, MSR&PC could not be the only funding source. Funding should be commensurate with the value back to soy growers and the soy industry in Minnesota.

No project is final and approved and no expectations of payment based on an action team approval or MSR&PC approval is reasonable without a signed final contract.

3. General Guidelines:

This Request for Proposals represents an open and competitive process.

Proposals should be directed to the Minnesota Research and Promotion Council through the proposal process ensconced within the Project Management Database (PMD).

The proposal must contain the signature(s) of a duly authorized representative of the organization submitting the proposal.

The Principle Investor (PI), also known as cooperator, contractor or partnering organization will be noted as PI from this point forward. If submitting a proposal with the intention to outsource or sub-contact any of the components, this must be clearly stated in the proposal and a list of sub-contractors to be used included along with associated fees/charges included in the budget breakdown. MSR&PC will not refuse a proposal based upon the use of sub-contractors, however, we retain the right to refuse sub-contractors you have identified in your proposal.

Proposals should be written as to be completed in the 12-month contract period.

Proposals will be reviewed by a broad range of farmers and experts. Avoid use of acronyms whenever possible. Include the reason and background for the marketing/research/studies and materials and methods for each proposal.

Any potential political activity as a component of proposed research must be identified as part of the pre-proposal process.

4. Investigation Purpose:

Proposals must address specific grower assessed priority areas identified in the 2020 funding cycle. Proposals outside those priority areas will be given reduced consideration and only after those within the priority areas have been evaluated for funding by the New Product Development Action Team.

- I. Expand or develop new uses and markets for soybean protein:**
 - a. Industrial use of soybean proteins, such as paints and coatings**
 - b. Use in human foods, such as food proteins to address the growing consumer demand for higher protein foods.**
 - c. Domestic animal protein uses, such as aquaculture or other high protein animal species.**
 - d. Specialty protein markets that use soy protein as the base (i.e. Soy Protein Concentrates [SPC], etc.) or new soybean varieties that have altered traits for certain applications.**
- II. Develop, expand and continue current markets for soybean oil:**
 - a. Industrial uses for soybean oil, includes biodiesel and any other products that can be made from further processed soybean oil.**
 - i. For biodiesel, we are looking for projects that educate the public about the benefits of biodiesel, projects that can provide technical assistance to biodiesel users and fuel distributors on the current biodiesel blends as well as higher blends where needed, as well as promote the benefits of biodiesel and B20 blends through events, advertising and communications programs.**
 - ii. Develop or expand products or processes that utilize Soy Methyl Esters or other soybean oil components.**
 - b. Human uses for soybean oil, such as high oleic soybean oil.**
- III. Expansion of markets for co-products from soybean and/or biodiesel processing:**
 - a. Industrial, Human or Animal uses for these co-products**
- IV. Soy-based products promotion and/or education.**

- i. **For this area we are seeking ways to grow the markets for all the soy-based products that have already been developed through projects funded by the MSR&PC, United Soybean Board or other Qualified State Soybean Boards. There are a growing number of Minnesota industries, companies, State and County government entities that need to be sought out, prioritized and provided information about these products.**