Corn Marketing Program of Michigan

2018 Request for Proposals

Released September 11, 2017

The Corn Marketing Program of Michigan (CMPM) is announcing the call for research proposals for 2018. The CMPM has a strategic plan outlining the focus for increasing economic viability of corn production in Michigan through innovative research and market development.

Proposals are due Tuesday, November 21, 2017, 5 p.m. EST
MSU projects must go through MSU CGA
A one page abstract requirement is new this year

In the interest of moving the entire industry ahead, the CMPM has worked with the Michigan Corn Growers Association (MCGA) to define the needs of the Michigan corn industry. By working together and leveraging the talents of the two boards, both organizations flourish.

The purpose of the CMPM is to enhance the economic position of Michigan corn growers by providing for the growth and expansion of the corn industry in Michigan through foreign and domestic market development, efficient production, promotion, and research that will stimulate the demand for corn.

STRATEGIC PLAN AREAS OF INTEREST and PROPOSAL FOCUS

The corn growers of Michigan are interested in funding research and demonstration initiatives that reflect the interests of the corn industry and will return significant value to corn farmers who fund those efforts. Regardless if projects reflect long term research or near term demonstration projects, scientific methods and appropriate data management should be planned and employed for the best results. Projects that include partners that create multi-disciplinary interactions, leading to outcomes that reflect future farming systems are strongly encouraged.

A one cent check-off is collected for every bushel of corn that is marketed in Michigan that goes to the Corn Marketing Program. The board of directors, made up of farmers from across the state, review, listen to oral presentations and determine funding priorities.

Projects are sought that meet one or more of the following priorities:

- Enhancing the value of the Michigan corn industry through new and expanded corn markets and value-added uses.
  - Strengthen multi-discipline connections to research innovative new uses for corn and corn by-products that are environmentally friendly and relevant to consumers or industry uses.
  - Research that enhances local, national and international markets for corn, ethanol, and or corn based co-products.
- Supporting research that looks at corn production systems that are sustainable, protective of the environment and economically feasible. Michigan priorities include:
  - Water management, water quality, drainage and/or irrigation.
    - Cost effectiveness of water management practices and their impacts on the environment. Cost/benefit and feasibility of emerging technologies. Systems approach to foresee and avert

unintended consequences. Baseline data to move the industry forward and/or have impact on future policies or regulations. Watershed, field or research scale projects to achieve meaningful outcomes that are relevant to Michigan corn farmers.

- Nutrient utilization of time, form, rate and placement.
  - Interaction of nutrients with soil types, rotations and/or water management. Utilizing emerging technology to improve efficiency, production or environmental protection. Increasing the uptake and utilization of nutrients by corn plants. Recycling nutrients for soil health. Reducing nutrient losses to water and air. Research of new equipment, technologies and biotechnology-enhanced crop traits. Building baseline data and/or assessing legacy phosphorus. Baseline data to move the industry forward and/or have impact on future policies or regulations. Cost/benefit and feasibility of new practices.
- Pest management related to weeds, insects, diseases, nematodes, wildlife, beneficials, and micro-organisms.
  - Cost/benefit and feasibility of pest monitoring and control. Impact of new technologies and products. Improving pest control via farmer practices. Minimizing unintended consequences to air, water, soil, plants, beneficials and/or offsite movement. Foreseeing emerging issues. Management and cultural practices that help producers minimize resistance issues. Projects that impact maintaining or registration of new control products. Pest management strategies that are environmentally sound, socially acceptable and economically feasible. New product comparisons and cost effectiveness with impact on yields. Baseline data to move the industry forward and/or have impact on future policies or regulations. Grain quality improvements in the field or in storage.
  - Conservation of resources and better understanding of the interactions of systems of any or all of the above.
  - Long term strategies that incorporate climate change and genotyping. Changes and impacts of consumer preferences and consumer literacy.

❖ Supporting research that improves the financial future for farm families and businesses.

- Increasing the decision making processes from precision generated data relative to input management, cost effectiveness and in-season testing; both seasonal and multi-year.
- Cost effective production methods that may be high input or low cost, ultimately achieving profitable corn production.
- Filling gaps in current research that will be useful to guide policy decisions.

The Board is supportive of receiving proposals on a wide variety of topics. Some issues may be addressed through basic or applied research, but some may require the development of a business and marketing plan. All components necessary for success of the proposed project should be included.

Researchers should ensure their project is a new idea that has not been previously done at another universities or research organizations and/or why additional research is necessary in Michigan.

Additionally, if previous work on the project has been funded by other sources, a clear distinction needs to be shown between previously funded work and that proposed to the CMPM. If research is currently being funded by other sources, or is being sought by other sources, these sources must be disclosed.

PROPOSAL GUIDELINES

The proposal should include the following information, in the order listed below, utilizing no more than eight pages, including the abstract, cover page and budget form, (excluding support letters and references cited), using 12-point font. Proposals of more than eight pages may not be considered.

Please label all pages of proposals and reports submitted to the CMPM with your name, project title, date and page number in the footer of the document.

- **Cover Page** (attached) – The included form should be completed and saved as the front page of your proposal.
- **Abstract – One page. This should be a stand-alone summary of the entire project highlighting objectives, methods, outcomes and collaborators. NEW THIS YEAR.**
- **Problem Statement** - What is the problem and opportunity and why is it important to the future of Michigan's corn farmers? How does it relate to the CMPM goals and mission? How does this fill gaps in current research?
- **Objectives and Hypothesis** - Succinctly state what the goals and objectives are for the project.
- **Methods and Procedures** - How will the hypotheses be tested?
- **Outcomes** – Indicate what this project will accomplish, how you will gauge success, and what it will mean to a Michigan corn farmer: agronomically, economically, socially and/or environmentally.
- **Impact on the Michigan corn industry -** How does this impact the Corn Marketing Program of Michigan's goals and mission?
- Where applicable to your project, please comment on the following issues:
    - List any collaborators and their roles and responsibilities.
    - Novelty of the invention – what due diligence has been done to ascertain this?
    - Whether any background Intellectual Property may be necessary to perform the proposed research. Will there be freedom to operate around current IP?
    - Do you expect new Intellectual Property to be developed?
    - Would you be willing and able to enter into a research agreement with licensing opportunities and/or royalty streams to CMPM if relevant to the project?
    - Previous or pending funding from other sources and/or ability of this project to leverage additional funds.
    - Potential to expand markets.
    - A listing of pertinent publications and/or references should be included if appropriate, does not count in page limit.
    - Will this project support a graduate student's project?
    - Matching funds are not required by CMPM, but please identify other sources of funding both sources and amounts of non-CMPM funds. State whether funds are secured or pending.
- **Timeline** – List milestones of the project. Indicate approximate time for interim report. Especially important if your project does not fit within the calendar of the granting period.
- **Budget** (fill in attached budget sheet that is provided)
- **Budget Narrative** – Provide information on what the dollars will be spent on in each category and rational for these budgeted line items. Describe how the budget request relates to the success of the project by line item.
- **Team members** - List each pertinent team member, their contribution to the project, and their qualifications to achieve their role.
- **Letter of support** – optional, two letters maximum. Not included in page limitation.

PROPOSAL SUBMISSION

Proposals submitted by Michigan State University or MSU Extension persons:

Proposals must be sent through the MSU eTransmittal system by 5 p.m. on Tuesday, Nov. 21, 2017.

If you have questions, contact:

Jackie Lindsey, Research Project Manager, MSU AgBioResearch
446 W. Circle Dr, Room 109, Agriculture Hall, East Lansing, MI 48824
Phone: 517-884-3862, jlindsey@msu.edu
(Jackie Lindsey will forward all MSU projects to the Corn Office)

Non-Michigan State University & MSU Extension proposals:
All proposals are due by 5 p.m. on Tuesday, Nov. 21, 2017. Please submit a Word or .pdf document via email to Natalie Rector at nrector@micorn.org. You will receive an email notification that your proposal was received. If you do not receive confirmation within 24 hours, it is your responsibility to follow-up by calling Natalie Rector at 517-668-2676.

PROPOSAL REVIEW PROCESS

Tuesday, November 21, 2017
Proposals are due by 5 p.m. EST.

December 2017
Team leaders of proposals selected for further consideration will receive notification of being selected to make a presentation to the board.

January 3 and 4, 2018
In person, reports on past projects or requests for new projects will be scheduled on one of these two days. **Persons with current projects (2017) will present their final report on the current project on the same day of requesting new or continued projects, if they submit for a new one and if they are selected. We assume our process will take two days; you will only be scheduled for one of these days.*

The team leader will be given 15 minutes to present full proposals to both the CMPM and MCGA Boards at the CMPM office located at 13750 S. Sedona Parkway, Lansing, MI. Five additional minutes will be allotted for questions. Since there are so many proposals presented, there will be a timer and the schedule will be strictly adhered to. After reviewing all proposals, the boards of directors will determine which proposals to fund and the funding level.

February 8, 2018
Decisions on grant awards will be released to the project team leader.

EVALUATION CRITERIA
The following criteria will be used to judge the merit of the proposals.

	Maximum points
Relationship to Michigan Corn mission and priorities	20
Scientific soundness, novelty & appropriateness of methodology	20
Potential impact on corn producers and the Michigan corn industry	20
Mechanism to deliver information to Michigan corn farmers and users	20
Potential to leverage other funds	10
Extent of partnering with others	10
Total	100

CONDITIONS OF FUNDING ACCEPTANCE

- The Corn Marketing Program of Michigan will fund all approved projects in the following manner:
  - 25% of the total annual funding will be provided upon notification of project approval and signed Memorandum of Understanding and Intellectual Property Agreement (if applicable to project).
  - 50% of the total annual funding will be released upon submission and acceptance of an interim report to the Board approximately six months into the project or at the halfway point of the research.
  - The final 25% of the allocated annual funds will be released after a final budget breakdown is submitted, a satisfactory final written report is submitted including graphs or pictures, a project synopsis and a presentation is made to the Board, date to be determined.
- An annual written report and oral presentation are due to the Board of Directors each year. A comprehensive final report will be due in December during the final year of research. A non-proprietary report/synopsis will be placed on the Michigan Corn website and will be used to communicate with Michigan corn farmers and the general public.

- Failure to submit timely and quality progress reports or insufficient progress will result in premature termination of project, cessation of funding, and a request for return of unspent funds.
- Michigan Corn expects team leaders and/or their representative to reasonably participate in CMPM public events and radio programs that highlight research activities when requested. Failure to participate may result in the premature termination of the project.
- Two-year or longer projects are funded one year at a time and are subject to annual evaluations. Funding for additional years is not guaranteed but please include your intentions when appropriate for your project.
- The Corn Marketing Program of Michigan is a farmer-funded organization. One penny for every bushel of corn grown in Michigan and sold is sent to the organization. It is imperative that the Corn Marketing Program of Michigan be recognized as a funding source whenever possible. Public presentations of research should note that funding was obtained from the Corn Marketing Program of Michigan.

If you have any questions, please contact Natalie Rector, nrector@micorn.org or 517-668-2676.

CORN MARKETING PROGRAM of MICHIGAN
2018 Research Proposal Cover Page

Proposal Title:

_____

_____

Project Team Leader
Name: _____
University or Research Company: _____ Department: _____
Mailing Address: _____ City, State, Zip: _____
E-mail address: _____ Phone Number: _____

MCGA Member: ® Yes ® No If yes, membership #: _____

Project #: _____ (will be assigned after submission)

Project Type — First Year Funding Request

- First-time application of this project $_____
- Continuation of a similar project funded by other sources $_____
- Second-year funding of previously funded CMPM project $_____
- Third-year funding of previously funded CMPM project $_____

Expected Project Duration

- One-year project, fill in above
- Two-year project, estimate second year request: $_____
- Three-year project, estimate third year request: $_____

Check all that apply

- Original research
- Applied research
- Education, outreach and/or demonstration

The CMPM funding cycle traditionally runs from January 1 to December 31.
We realize that this does not always coincide with field research. Please list:

Expected initiation date of project: _____
Expected completion date of project: _____

Signatures:
Team Leader: _____ Date: _____

Unit Administrator: _____ Date: _____

Project Budget Form
Corn Marketing Program of Michigan FY2018 Funding

Project # _____ (assigned after submission)

Project Title:

_____

_____

Project Team Leader: _____

Funds Requested

Budget Items	**For 2018**
A. Personnel wages	
A1. Research assoc. & post-docs	
A2. Other professionals	
A3. Secretarial & clerical	
A4. Technical, shop & other	
A5. Undergraduate students	
A6. Graduate students	
B. Fringe Benefits (must be charged as direct costs). (sum A1 to A4 x fringe rate*)	
C. Total Personnel Costs (A+B+C)	
D. Nonexpendable equipment (attach explanation if any item exceeds $5,000)	
E. Materials & Supplies	
F. Travel	
G. Publications	
H. Other Direct Costs (list items, cost and explanation)	
TOTAL	

*Fringe rate is _____%.

Please note: The CMPM does not pay overhead.