



## **Corn Marketing Program of Michigan**

### **2017 Request for Proposals**

Released September 12, 2016

The Corn Marketing Program of Michigan (CMPM) is announcing the call for research proposals for 2017. 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 22, 2016, 5 p.m. EST.**

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 end results. Projects that include partners that create multi-disciplinary interactions, leading to outcomes that reflect future farming systems are encouraged.

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.
  - Funding innovative research to find new uses for corn and corn products that are environmentally friendly.
  - Enhancing partnerships with researchers and developers of corn-based products, co-products and production research.
- 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 irrigation.
  - Nutrient utilization of time, form, rate and placement. Including interactions with soil types, rotations and other inputs.

- Pest management related to climate, input costs, timing and systems management.
- Conservation of resources and better understanding of the interactions of systems.
- New product comparisons, cost effectiveness yield or quality improvements.
- 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.
  - Business management skill building in marketing, farm family management, production efficiency, risk management, enterprise budgeting and cost of 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 six pages, including the cover page and budget form, (excluding support letters and references cited), using 12-point font. Proposals of more than six 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** - Less than 300 words.
- **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**
- **Methods and Procedures** - How will the hypotheses be tested?
- **Impact on the Michigan corn industry** - What does this mean to Michigan's farmers and how will it affect them economically and/or environmentally? 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?
- Previous or pending funding from other sources.
- 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** (see attached form)
- **Budget Narrative** – Provide information on what the dollars will be spent on in each category and rational for these budgeted line items. Describe how budget request relates to methods and goals of completing the project. 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. 25, 2016.

If you have questions, contact:

Tonia DuMont, Executive Staff Assistant, [MSU AgBioResearch](#)  
 446 W. Circle Dr, Room 109, Agriculture Hall, East Lansing, MI 48824  
 Phone: 517-355-0123, Fax: 517-353-5406, [tdumont@anr.msu.edu](mailto:tdumont@anr.msu.edu)  
 (Tonia DuMont will forward all MSU projects to the Corn Office)

MSU requires a transmittal for each proposal. Researchers should submit their proposals electronically, through the MSU e-transmittal system

### Non-Michigan State University & MSU Extension proposals:

All proposals are due by 5 p.m. on Tuesday, Nov. 22, 2016. Please submit a Word or .pdf document via email to Natalie Rector at [nrector@micorn.org](mailto: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 Rector at 517-668-2676.

## PROPOSAL REVIEW PROCESS

### Tuesday, November 22, 2016

Proposals are due by 5 p.m. EST.

December 2016

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

## January 4 and 5, 2017

In person, reports on past projects or requests for new projects will be scheduled on one of these two days.

*\*Persons with current projects (2016) 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 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, 2017, date TBD

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 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.....	<u>10</u>
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](mailto:nrector@micorn.org) or 517-668-2676.

**CORN MARKETING PROGRAM of MICHIGAN**  
**2017 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 FY2017 Funding**

**Project #** \_\_\_\_\_ (assigned after submission)

**Project Title:**

\_\_\_\_\_

**Project Team Leader:** \_\_\_\_\_

**Funds Requested**

<b>Budget Items</b>	<b>For 2017</b>
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)	
<b>TOTAL</b>	

\*Fringe rate is \_\_\_\_\_%.

**Please note: The CMPM does not pay overhead.**