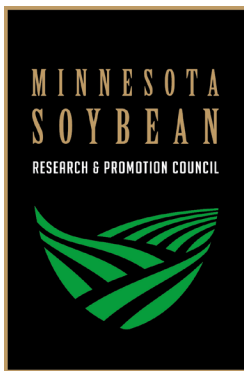


## Minnesota Soybean County Program



The Minnesota Soybean Research & Promotion Council (MSR&PC) developed the County Program to support county soybean organizations through marketing and communication strategies and developing valuable relationships with key influencers. MSR&PC assists county soybean organizations in promoting Minnesota soybeans and its priority messages.

Working on behalf of MSR&PC and the Minnesota Soybean Growers Association (MSGA), project managers travel the state helping farmer-leaders' advocate for the soybean industry. In total the county program has 44 organized soybean boards across the state of Minnesota and represents more than 27,000 soybean farmers.

MSR&PC is a federally mandated checkoff program administered by the United States Department of Agriculture (USDA). MSGA is the membership driven lobbying organization that works on behalf of Minnesota soybean farmers in St. Paul and Washington, D.C. With a federally mandated checkoff program, checkoff dollars cannot be used for lobbying efforts.

This pamphlet is meant to serve as a guide for counties to develop new ideas for promoting soybeans and soybean farmers in their counties and throughout the state. This is not an exhaustive list, but rather a primer for ideas, events, donations and more.

We encourage our counties to think creatively with how to promote soybeans that involve both traditional and non-traditional communication channels.

# Regional Project Managers

Your Regional Project Managers (RPM) are here to help you develop creative ways to promote soybeans within your county and across the state of Minnesota.

Your RPM can assist you with:

- > Press Releases
- > Marketing Material Design and Printing (Logos, Brochures, Banners, Flyers, Billboards, etc.)
- > Ordering Promotional Items
- > Social Media Campaigns and Consultations
- > Event Management & Assistance
- > Mailings (Postcards, Flyers, Event Invites, etc.)
- > Email Blasts
- > Event Speaker Listings
- > Annual Meeting Door Prizes
- > Radio Ads

Before starting a project, we encourage you to reach out to your RPM, not only to ensure compliance, but for idea generation and assistance with the promotion. Often, your RPM can assist you with designs but also with the correct marketing companies for specific projects.

Your RPM also serves as a link for information from the state office to your county and from your county back to the state office. If there is something happening in your county that you need the state to be aware of or working on, reach out to your RPM.

## Reimbursement

In order to be reimbursed, the activity, event or promotion must:

- > Promote and educate about soybeans or a checkoff priority message
- > Be open to all soybean producers in your county
- > Attribute the soybean checkoff via tag line and official Minnesota Soybean Research & Promotion Council logo

We CANNOT reimburse:

- > General donations/sponsorships to 4-H and FFA. Donations must have a soybean based message or project.  
*Work with your RPM directly before making these donations. (We do support these programs from the state level.)*
- > Legislative or public policy events or message asking for specific legislation, policy or votes
- > Scholarships
- > Food for events
- > Golf events

# Reimbursement assistance

Since MSR&PC is federally mandated, we need to be sure the county program is in compliance. We understand county organizations love to give back to their community; however, there are certain steps needed to be taken to help ensure compliance. Included in this portion is ways that a county program can support their community and promote soybeans at the same time. If your county has any questions, utilize your RPM for assistance.

## How can we support the fire department/first responders?

Fire departments play a huge part in our communities. Therefore, there are ways that county boards can support their local department and promote soybeans. Two ways to support local departments include: purchasing biodiesel for their vehicles and/or purchasing farm safety equipment.

**Documentation needed:** ☐ Invoice/receipt ☐ Press release ☐ Photo

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## How can we support the local racetrack?

Tractor pulls give counties the opportunity to promote biodiesel or soybean messaging. By working with the racetrack you can promote soybeans through signage and messaging at the track.

**Documentation needed:** ☐ Invoice/receipt ☐ Copy of scripts read ☐ Photo of signage

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## How can we support MN Ag in the Classroom/FFA/4H?

For reimbursement, no general donations can be done; however, there are still ways to support these organizations. A county can donate soybean specific supplies/kits, sponsor biodiesel for events, pick up the cost for local teachers to attend summer ag tours or sponsor t-shirts with soybean specific messaging.

**Documentation needed:** ☐ Invoice/receipt ☐ Press release ☐ Photo

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## How can we support our local food shelf/animal shelter?

Supporting the local food shelf or animal shelter is a great way to promote soybean by-products. Many items in the store contain soybean oil. Gather your board and make a trip to your local store to purchase soybean by-products. Possibly reach out to the food shelf/animal shelter to see what they might need. Another idea is to purchase meat products or get meat certificates and do soybean messaging evolving around livestock.

**Documentation needed:** ☐ Invoice/receipt ☐ Press release ☐ Photo

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## How can we support our local fair?

Local fairs are a great way to promote soybeans. Some messaging can include renewable fuels, livestock or soybean versatility. To increase impact your board can have a booth, an ad in the fair booklet or signage at the fair. Make sure to include checkoff attribution for reimbursement.

**Documentation needed:** ☐ Invoice/Receipt ☐ Photo of signage

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# Reimbursement assistance

## How can we get a t-shirt reimbursed?

T-shirts need to have soybean messaging on them to be reimbursed. Your RPM has premade designs; otherwise, if you have an idea, we can have our graphics team create a new design for you county.

**Documentation needed:** ☐ Receipt/Invoice ☐ Photo of shirt

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## What can be reimbursed from our annual meeting and plot day?

- > Event space
- > Speaker (has to be agricultural related)

**Documentation needed:** ☐ Receipt/Invoice ☐ Postcard/Program

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## How can support our local event? (Breakfast on the Farm, Ag seminar, etc.)

Agricultural events in the area are great way to promote soybeans. Your board can provide handouts, help pick out speakers for the event or have a booth at the event.

**Documentation needed:** ☐ Receipt/Invoice ☐ Postcard/Program

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## How can we do a fuel event?

Both the corn district manager and the soybean RPM should work together in the promotion of your counties fuel day. Boards can offer 20 cents off a gallon of biodiesel to help promote B20.

**Documentation needed:** ☐ Receipt/Invoice ☐ Postcard/Program