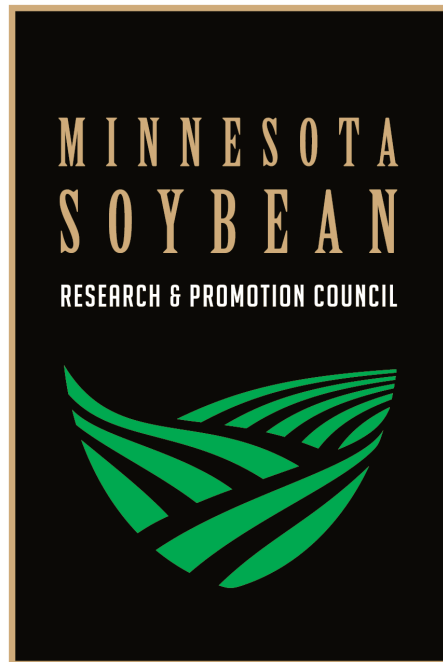


Minnesota Soybean County Program Guide

Overview of Minnesota Soybean's Checkoff County Program



About the program.

The Minnesota Soybean Research and Promotion Council (MSR&PC) developed this program to assist county soybean associations in promoting Minnesota soybeans and its priority messages. Since the soybean checkoff is a federally-mandated program (overseen by the U.S. Department of Agriculture), the use of these dollars are more restrictive than state-based checkoff programs, for example, the corn checkoff. Therefore, MSR&PC has developed the following guidelines and information to help make your county's participation successful.

Types of promotions.

Organized soybean counties can claim up to \$4,000 in reimbursement for promotion and education activities that promote soybeans or soybean checkoff initiatives. **No legislative or public policy events or messaging can be reimbursed through this program.**

Promotional and educational ideas include but are not limited to:

- Radio, print and social ads (with checkoff affiliation)
- County outreach events
- Biodiesel promotion event
- Educational speaker for annual meeting, plot day, etc.

Full reimbursement guidelines can be found on mnsoybean.org under county resources.

In order to claim these reimbursement dollars, organized counties must maintain a minimum of 30 Minnesota Soybean Growers Association members.

Giveaways.

Each organized county will receive \$100 worth of promotional items (pencils, crayons, etc.). Each county is also eligible to receive one door prize for an annual meeting or other event.

Additional promotional items can be purchased at the Minnesoyta store. If these promotional items are used at a soybean promotional or educational event, reimbursement dollars can be used with the appropriate documentation.

Contact your MN Soybean County Promotion Specialist for questions or assistance.

Reimbursement.

To obtain reimbursement, complete the county promotions reimbursement claim form and submit to your County Program Specialist at the Minnesota Soybean office. This can be done via **mail or email.**

Claim forms must be accompanied by ALL supporting documentation of the activity. This is listed on the reimbursement claim form.

It is the responsibility of the county to submit claims in a timely manner. **Submission within 60 days of each activity is HIGHLY RECOMMENDED.** The final deadline for claims is August 15th of the current year.

Expenditures occurring in late August may be submitted for reimbursement in the next fiscal year.

For additional questions on required documentation, contact your County Program Specialist, or use the checklist on the reimbursement claim form.

Additional reimbursement claim forms can be found on mnsoybean.org under county resources.