

# Minnesota Soybean FY20 County Program Guide

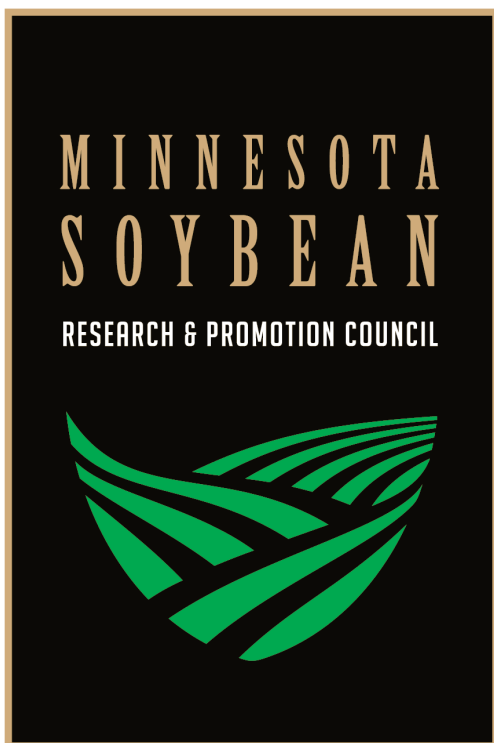
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**Overview of Minnesota Soybean's Checkoff County Program**

**Approved Use of Logo and Tag lines**

**County Program Reimbursement Guidelines**

**Soybean Checkoff County Promotion Program**



# Minnesota Soybean County Program Guide

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## 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.

This includes, but is not limited to, promotional/educational events, media connections, and representing/creating sustainable relationships throughout Minnesota and across the world. 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 **\$2,000** in reimbursement for promotion and education of soybeans or soybean checkoff initiatives that aid in the profitability of Minnesota soybean producers. **No legislative or public policy events or messaging can be reimbursed through this program.**

Promotional and educational ideas, with approved checkoff attribution, include:

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

Full reimbursement guidelines can be found on [mnsoybean.org](http://mnsoybean.org) under County Resources.

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

- Failure to maintain 30 members will result in the loss of the organized county status and all of the privileges that entails. Once this title has been revoked, the county will not be eligible for any organized county perks that Minnesota Soybean offers until the county reapplies for organized county status.

## **Giveaways**

- Each county is also eligible to receive one door prize for an annual meeting or other event.
- Promotional items used at county events will be based on availability. Please ask your Regional Project Manager for a list of available promotional items.
- If these promotional items are used at a soybean promotional or educational event, additional promotional items can be reimbursed if ordered through Minnesota Soybean and have the appropriate documentation. This documentation includes an invoice and either a press release or photos of the donation with appropriate soybean checkoff attribution.

# Minnesota Soybean Approved Use of Logo and Tag line

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In order to seek reimbursement, there needs to be attribution to the soybean checkoff. One way to do this is by using the approved logo and tag line. See below for examples.

Any questions on logo or tag line use can be directed toward your Minnesota Soybean Regional Project Manager.

## Examples of Proper Logo & Tag line Use

### Print ads, billboards and programs: *Must contain logo and tag line*



This message is brought to you by the \_\_\_\_\_ County Corn and Soybean Growers and the soybean checkoff.



*Brought to you by the wise investment of checkoff dollars.*



This message is brought to you by the \_\_\_\_\_ County Corn and Soybean Growers and the corn and soybean checkoff.



## Radio ads

### Examples:

From the fields to the freeways, **biodiesel** and ethanol are helping power the economy while protecting our air. In Minnesota, all diesel contains 20 percent soy biodiesel in the summer and 5 percent during the winter and all unleaded gasoline contains 10 percent corn ethanol. Using biofuels in your vehicle helps reduce emissions, adds value to the state's crops and helps drive a strong rural economy. Plus, it's made right here in Minnesota, so we can all breathe easier. **This message brought to you by the \_\_\_\_\_ County Corn and Soybean Growers and their checkoffs.**

If you grow soybeans here in Minnesota, you'd be surprised to learn where your checkoff dollars are working for you. **Biodiesel increases the value of a bushel of soybeans** by nearly 63 cents, and the use of current biodiesel blends in Minnesota is equal to removing 230,000 vehicles from Minnesota's roads. Check out how Minnesota soybeans lead the way in the production of biodiesel. Visit [mnsoybean.org](http://mnsoybean.org). **This message is brought to you by the \_\_\_\_\_ County Corn and Soybean Growers and the soybean checkoffs.**

### Additional Information.

- Your Regional Project Manager has many connections in the media world. Make sure you connect with them to get involved with new groups.
- When submitting items for reimbursement, ensure that the MSR&PC logo, checkoff attribution and a soybean message are present.
- Upon submission, Minnesota Soybean needs a notarized copy of the script (a copy from the radio station directly) to receive reimbursement.

## Reimbursement process overview

Organized soybean counties can claim up to **\$2,000** in reimbursement per fiscal year (Sept. 1 - Aug. 31) 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.**

To obtain reimbursement, complete the county promotions reimbursement claim form and submit to your Regional Project Manager at the MN Soybean office. This can be done via mail or email. **The reimbursement claim form can be found at [mnsoybean.org](http://mnsoybean.org) under County Resources.**

### **Claim forms must be accompanied by ALL supporting documentation of the activity.**

For additional questions on required documentation, contact your Regional Project Manager, or use the checklist on the reimbursement claim form.

## Reimbursement claim form deadline

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 FY20 fiscal year.**

## 1. Guidelines on how to be reimbursed

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

- Promote soybeans, soybean farming or a checkoff priority message;
- Be open to all soybean producers in your area - not just MSGA members;
- Attribute the soybean checkoff via tag line and official Minnesota Soybean Research and Promotion Council logo.

**Checkoff tag line:** *This message is brought to you by the \_\_\_\_\_ County Corn and Soybean Growers Association and the soybean check off.*

**If activity is a joint effort with MN Corn, only the soybean portion will be reimbursed through our county program.**

## 2. Other recommendations

**To be sure your activity, event or promotion is reimbursed:**

- Work directly with your Regional Project Manager for appropriate messaging, attribution and logo requirements;
- When possible, make your request two or more weeks prior to your activity, event or promotion to ensure time to review and approve.
- Remember - **each idea must promote soybeans and improvising soybean profitability.** Ask yourself. How does this relate to promotion, education, research and/or information about the soybean industry and is the promotion how you wish for your checkoff contributions to be used?

**New idea? No problem!**

*Work with your Minnesota Soybean Regional Project Manager if seeking reimbursement.*

## Frequently Asked Questions

**Q: Can our county ask for reimbursement for a legislative or public policy event?**

**A:** Checkoff dollars cannot be used for any type of event or ad promoting MSGA investment, legislation or legislative activity. This includes state MSGA events, like MN Ag Expo or the Biodiesel Open/Bean Blast.

**Q: Can our county organization get reimbursed for cash donations to local organizations?**

**A:** You may write a check donation for an event as long as proper checkoff attribution and logos are used. Items used to educate and promote soybeans while participating are acceptable as well. Gift cards are not reimbursable.

**Q: Do soybean checkoff dollars reimburse scholarships or donations to FFA or 4-H?**

**A:** Soybean checkoff dollars cannot reimburse scholarships, including AFA, or donations to local youth organizations, including FFA and 4H (it is hard to determine return on investment). **This includes 4H auctions, ribbons and trophies.**

**Q: We want to buy new polos for our county board. Can this be reimbursed?**

**A:** No clothing for personal use can be reimbursed.

**Q: Are there any other activities or special events our county can do besides radio and print ads?**

**A:** Yes! Ask your county soybean representative for ideas or how to make an idea reimbursable.

**Q: How does our county ensure we will be reimbursed for an activity, ad or event?**

**A:** Work directly with your county soybean representative **BEFORE** the activity, ad or event takes place to ensure requirements or appropriate messages are followed.



## Print Ad, Invite or Promotion

### The Murray County Corn and Soybean Growers Invite You...

#### 2017 Annual Banquet

Thursday, March 23, 2017 · Breezy Barn · 52 Tepeeotah Rd. · Tracy/Currie, Minn.

#### Troy and Stacy Hadrick

Help the Murray County Corn and Soybean Growers welcome Troy and Stacy Hadrick to the 2017 annual banquet and supper.

Troy and Stacy are pioneers in the agricultural advocacy movement. They have traveled the world helping people involved in agriculture find their voice and confidence to share their story. Troy and Stacy know first hand how busy people in agriculture are. They farm and ranch in north-central South Dakota with Troy's family. They believe that connecting with someone about agriculture should be on everyone's chore list every day.



#### Agenda

5:30 p.m.

Registration and social hour

6:30 p.m.

Meal, banquet and featured speaker to follow

#### Murray County Board Members

Chuck Ankrum	Margie Salentiny	Bryan Biegler
Keith Carlson	Brent Miller	Adam Pick
Robert Nelsen	John Moline	
Paul Posthuma	Jerry Beck	

Craig Bangasser\* - Minnesota Soybean Research & Promotion Council director

Robert Nelsen - Minnesota Soybean Growers Association director

Gene Stoel\* - United Soybean Board director

Bryan Biegler - Minnesota Corn Growers Association director

\*Not on Murray County Corn/Soybean board



Brought to you by the  
Murray County Corn &  
Soybean Growers and  
their checkoffs.



### Soybean checkoff attribution and MSR&PC



#### Safety first.

Harvest season is here and the Nicollet/Sibley and McLeod County Corn and Soybean Growers want to remind motorists of the importance of giving farmers and their equipment adequate space while they're on the road. Be patient and wait until it is safe to pass. Remember, farmers are growing food to feed your family and theirs, so keep your eyes alert and pass with care.

This message brought to you by the Nicollet/Sibley and McLeod County Corn and Soybean Growers and their checkoff dollars.

