

FY20 County Promotion Events and Donations Minnesota Soybean

All of these events and donations can be reimbursed partially or fully through MSR&PC. Connect with your Regional Project Manager BEFORE completing the event/donation to ensure you obtain the necessary documents to receive reimbursement.

Biodiesel Focus

Name of Event: Biodiesel Night at speedway

County: Lac qui Parle, Martin

Details: By sponsoring a night, counties are able to give away promotional items and biodiesel information to racegoers. A trailer with biodiesel/ag information was placed outside of the track entrance and signs about biodiesel were hung.

Cost: sponsorship to speedway; promotional items

For more information:

- Katelyn Blackwelder, MN Soybean, kblackwelder@mns soybean.com
- Kaelyn Platz, MN Soybean, kplatz@mns soybean.com

Name of Event: Biodiesel buydown at fuel station

County: Todd, Redwood, Waseca, Martin and many others

Details: County works with a fuel station to buydown xx number of biodiesel gallons so they can offer 20 cents per gallon off to customer. Board members can help pump the diesel, and talk biodiesel benefits at the pump.

Cost: buy down xx number of gallons, flyers/postcard printing and mailing; promotional/educational items

Other notes: In conjunction with an ethanol buydown; many will offer 15 cents off each gallon E15, 30 cents off E30 and 85/gallon off E85. Counties area able to work with Twin Cities Road Crew and the American Lung Association who staffs the event and takes care of all promotion.

For more information:

- Katelyn Blackwelder, MN Soybean, kblackwelder@mns soybean.com
- Sam Johnson, MN Soybean, sjohnson@mns soybean.com
- Kaelyn Platz, MN Soybean, kplatz@mns soybean.com

Name of Donation: Biodiesel donation to fire departments

County: Traverse, McLeod

Details: County wrote checks to (3) local fire departments to purchase biodiesel for their fire trucks. Wrote press release with a photo of check donation.

Cost: monetary donation

For more information:

- Katelyn Blackwelder, MN Soybean, kblackwelder@mns soybean.com
- Kaelyn Platz, MN Soybean, kplatz@mns soybean.com

Name of Donation: Biodiesel donation to local FFA chapter for transportation to convention

County: Brown

Details: County wrote check to local FFA chapter to purchase biodiesel for charter bus transportation to National FFA Convention. Students took a picture with a biodiesel sign in front of the bus and a press release was wrote.

Cost: Monetary donation

Other notes: This could also be done for transportation to State FFA Convention or to other ag related events

For more information: Sam Johnson, MN Soybean, sjohnson@mnsoybean.com

Name of Donation: Biodiesel transportation donation for agricultural field trips

County: Dakota/Rice, Watonwan

Details: County wrote check to local school groups to purchase biodiesel for bus transportation to events such as FarmCamp, farm visits, and the Children's Museum of Southern MN. Students took a picture with a "Fueled with Biodiesel" sign in front of the bus and a press release was written.

Cost: Monetary donation

For more information:

- Kaelyn Platz, MN Soybean, kplatz@mnsoybean.com

Child Focus

Name of Event: Farmtastic Night with the Willmar Stingers

County: Kandiyohi

Details: Interactive activities were set up in the parking lot outside the baseball stadium. Participants were given a passport with 'stops' to visit to complete activities such as a living seed necklace, a pollinator station to make monarch wings, an area with livestock, equipment and more.

Cost: promotional items, passport printing costs; the county sponsors the Stingers - hosting this event was part of that sponsorship

Other notes: a LOT of planning needed!

For more information: Katelyn Blackwelder, MN Soybean, kblackwelder@mnsoybean.com

Name of Event: Ag in the Classroom

County: Yellow Medicine, Martin, Scott/LeSueur, Freeborn, Mower, Faribault, Olmsted/S. Wabasha, Steele, Nicollet/Sibley, Blue Earth

Details: County brings in third graders from all area schools to learn about agriculture at the local VoTech School. They have stations with each commodity group (corn, soybean, beef, dairy, turkey, etc.) and each commodity group is responsible for their respective teaching materials. T-shirts were given to every student and students brought their own packed lunch. Many county Soybean Growers sent each teach home with their own "growing kit" to have the students plant and grow their own soybeans in the classroom.

Cost: T-shirts, renting of facility (sometimes donated), Crayons, Pencils, Rulers

Other notes: A LOT of planning needed!

For more information:

- Sam Johnson, MN Soybean, sjohnson@mns soybean.com
- Kaelyn Platz, MN Soybean, kplatz@mns soybean.com

Name of Event: Farm Safety Day

County: Rock, Martin, Murray

Details: Rock County hosted Hill-Beaver Creek third graders for a farm safety day. Local equipment dealers, fire department, utility coop, first responders, etc. came together with each company having their own station teaching the students farm safety. T-shirts were provided to all students and a light snack (cookies and milk) was provided.

Each year in September, Murray County, along with CHS-Tracy, hosts a Farm Safety Day. They have 6-8 'stations' where kids learn how to make a 9-1-1 call via a call simulator; electrical, farm machinery, livestock, chemical-fertilizer safety, and more. Lunch is included and ends with some type of speaker. The event is open to all 3rd graders in Murray County.

Costs: T-shirts and snacks

Other notes: CHS has a program already built that Rock County partnered with – made the planning very smooth and simple. This takes planning to set up with local schools and all of the area companies to come together.

For more information:

- Sam Johnson, MN Soybean, sjohnson@mns soybean.com;
- Kaelyn Platz, MN Soybean, kplatz@mns soybean.com

Name of Donation: Food Evolution movie donated to local schools

County: Yellow Medicine

Details: Donated Food Evolution Movie to local school to be used in agriculture and/or science class. It has an educational level of about 8th grade and up.

Costs: \$95 for educational license

Other notes: You must go through the official Food Evolution website and sign a license agreement. Be sure to indicate you will be donating it to a local high school, otherwise the fee will be much higher and you will not be able to keep the DVD.

For more information: Sam Johnson, MN Soybean, sjohnson@mns soybean.com

Name of Donation: Celebrate Ag and Soy months with donations to area schools

Counties: Polk, Pennington – Red Lake, Marshall, Roseau – LOW, Kittson

Cost: \$100 per set of books

Details: The boards delivered books to the schools in their counties. Pictures and press release sent on behalf of all counties.

For more information: Lorri Ann Hartel, MN Soybean, lhartel@prairieagcomm.com

Name of Donation: Farm Tractor Safety Program

Counties: Polk & Pennington – Red Lake

Cost: \$200

Details: Working with Extension to help promote and off set expenses for this program taking place in June. This program is a 2-day event being held in June 2019 and will be hosting 13-14 year olds.

For more information: Lorri Ann Hartel, MN Soybean, lhartel@prairieagcomm.com

Farmer Focused

Name of Event: Legislative Update meeting

County: Kandiyohi

Details: In conjunction with Kandiyohi County Farm Bureau, local, state and national (Collin Peterson) representatives gave updates on policy affecting farmers.

Costs: meeting room rental, postcard printing and mailing, lunch

For more information: Katelyn Blackwelder, MN Soybean, kblackwelder@mns soybean.com

Name of Event: Plot/Agronomy Winter Update

County: Renville, Nicollet/Sibley

Details: Area seed dealers and UMN researchers came together to talk about plot results and Extension research results for the area. A breakfast was provided and meeting concluded by 11:00 am.

Costs: Breakfast for guests, meeting room rental

Other notes: This could easily be replicated even if your county does not have a plot.

For more information:

- Sam Johnson, MN Soybean, sjohnson@mns soybean.com
- Kaelyn Platz, MN Soybean, kplatz@mns soybean.com

Name of Event: Booth at local farm/home show

County: Cottonwood, Brown, Jackson

Details: County signed up to have a booth explaining the goals and outcomes of the local and state organization at the local farm and home show. They have handouts and giveaways for visitors and looked to renew or gather new members.

Cost: Registration for a booth

For more information: Sam Johnson, MN Soybean, sjohnson@mnsoybean.com

Name of Event: Soil Health Café Talk

County: Marshall

Cost: \$500

Details: Marshall County held this meeting at 8:30 am at a local café. They brought in 3 speakers to talk about nutrient management, soil health and livestock and grazing.

For more information: Lorri Ann Hartel, MN Soybean, lhartel@prairieagcomm.com

Name of Event: Plot Tours & Variety Trial book

Counties: Pennington – Red Lake, Norman, Polk, Marshall, Becker – Mahanomen, Nicollet/Sibley, Waseca, Dakota/Rice, Olmsted/S. Wabasha, Goodhue/N. Wabasha, Mower, Freeborn, Steele, Dodge

Cost: \$1,300 – mailing, web ads, postcard, radio ads; meal

Details: Work with the U of MN Extension for variety and SCN plots. The plots are put in the spring; tours are done in August – early September. We have a lineup of speakers over the course of 3 days. Advertise with mailing, web, postcard, radio. A meal is served at the sites. We have sponsors for some of the meals. The trials are put up on Polk County’s website and also distribute the Variety Trial books to seed dealers that participated and to all growers in the region.

For more information:

- Lorri Ann Hartel, MN Soybean, lhartel@prairieagcomm.com
- Kaelyn Platz, MN Soybean, kplatz@mnsoybean.com

Name of Donation: FFA sponsorship

Counties: Polk, Norman

Cost: \$200 for Norman, \$1,800 for Polk

Details: Sponsor fuel, registrations, etc. for FFA chapters. Both counties team up with FFA for local events such as plot tours, parades, etc. The students help at events setting up, passing out pop, cleaning up, etc. We get great press with our news releases.

For more information: Lorri Ann Hartel, MN Soybean, lhartel@prairieagcomm.com

Consumer Focus

Name of Event: Farmland movie screening with Q/A panel

County: Clay/Wilkin

Details: In conjunction with MN Soybean, MN Corn, ND Soybean Council and a few private ag businesses, the group showed the Farmland movie at the Fargo Theatre. Admission was free and guests received free pop and popcorn if they brought a canned good donation. After the movie, a Q&A panel moderated by a local legislator was held with 5 panelists – farmers of various crops (vegetables, hogs, corn, soybeans, wheat, sugarbeets) and ag industry members.

Cost: ~\$10,000. Some of this was donated/sponsored. Costs included print and radio ads, social media ads, postcards; movie screening fees from the company behind Farmland, and theater rental.

Other Notes: a lot of work

For more information: Katelyn Blackwelder, MN Soybean, kblackwelder@mnsoybean.com

Name of Event: Conversations on Food and Farming

County: Clay/Wilkin

Details: In conjunction with a local non-profit, C/W hosted the event at a brewery in downtown Fargo. Light snacks were available and craft beer was available for purchase. A panel consisting of a farmer, dietician, food grade soybean processor, NDSU weed scientist/agronomist and grocer answered questions about the challenges, opportunities and complexities of getting food from farm to table. Other farmers were there to meet and converse with attendees.

Cost: Light snacks, advertising

Other notes: most planning was done by a freelance consultant hired by C/W

For more information: Katelyn Blackwelder, MN Soybean, kblackwelder@mnsoybean.com

Name of Donation: Food shelf ham donation

County: Swift

Details: Before Christmas and during April (Soy Foods month), county donates \$500 of hams to the food shelf. We write press releases for them with the angle that they're helping stock the food shelf with meat (hogs are fed soybean meal) for Christmas meals; and that ham (made from hogs fed with soybean meal) and soy foods are important to everyone's diet.

Cost: cost of hams - around \$500

For more information: Katelyn Blackwelder, MN Soybean, kblackwelder@mnsoybean.com

Name of Donation: Food shelf soy product donation

County: Nicollet/Sibley

Details: In both the summer and winter months, county goes to a local grocery store and fills about six carts full of products throughout the store that has soy products in it. They then went to the local food shelf and donated back to the community.

Cost: ~ \$1,800 in grocery store products

- For more information: Kaelyn Platz, MN Soybean, kplatz@mnsoybean.com

Name of Donation: Meat/soy product coupons at local grocery stores

County: Nicollet/Sibley, Blue Earth, Martin, Freeborn, Steele

Details: Set up booth in grocery store to hand out samples and coupons promoting soybean products.

Costs: food samples

- For more information: Kaelyn Platz, MN Soybean, kplatz@mns soybean.com

Name of Event: Farmer Share Breakfast

County: Lincoln and Yellow Medicine

Details: During the county fair, county works with the 4-H food stand to provide breakfast one day with the meal costing the same amount that a farmer actually receives from producing that product. For example, in 2018, Lincoln County charged 35 cents for the breakfast of pancakes, sausage, eggs and drink as a farmer only received 35 cents from that entire meal. The rest of the meal costs is paid for by the board and through other local sponsors. Donation to 4-H clubs for helping staff the event.

Cost: Meal balance depending on how many donations/sponsors are collected

For more information: Sam Johnson, MN Soybean, sjohnson@mns soybean.com

Name of Event: Farm to Pint

County: Rock

Details: Local brewery crafted a corn beer to sell at the brewery with all proceeds being donated to the local school backpack program. To kick off the new beer, the board worked with local sponsors to provide a meal, with corn and soy-based foods, and dueling pianos as nightly entertainment with a free will offering. Local equipment dealers brought in machinery for kids to see. Many local sponsors matched donations that were made.

Cost: Meal

For more information: Sam Johnson, MN Soybean, sjohnson@mns soybean.com

Name of Event: Host booth at local farm/home show

County: Cottonwood, Brown, Jackson

Details: County signed up to have a booth explaining the goals and outcomes of the local and state organization at the local farm and home show. They have handouts and giveaways for visitors and looked to renew or gather new members.

Cost: Registration for a booth

For more information: Sam Johnson, MN Soybean, sjohnson@mns soybean.com

Name of Event/Donation: Donated to SMSU Ag Bowl and hosted booth at football game and FFA invite

County: Lyon

Details: County was a sponsor of the SMSU Ag Bowl event. Sponsorship included having a booth at their Ag Bowl Football game and the SMSU FFA Scholarship Invitational. County provided handouts and giveaways at the football game and then had a trivia game with prizes at the FFA invitational.

Cost: Sponsorship fee

For more information: Sam Johnson, MN Soybean, sjohnson@mnsoybean.com

Name of Event/Donation: Sponsorships and participation with county fairs

Counties: Pennington – Red Lake, Norman, Polk, Marshall, Kittson, Roseau – LOW, Martin, Olmsted/S. Wabasha, Nicollet/Sibley, Freeborn, Mower, Olmsted/S. Wabasha, McLeod and more

Cost: \$500 - \$1,000

Details: Set up kiddie pools filled with soybeans for kids to play with, participate in parades, participate in tractor pull/race night/grandstand entertainment (some counties had Diesel Brotherz truck as part of the event or booth), beef cookout, Little Hands project, promote livestock & B20.

For more information:

- Lorri Ann Hartel, MN Soybean, lhartel@prairieagcomm.com
- Kaelyn Platz, MN Soybean, kplatz@mnsoybean.com

Name of Donation: Napkins and popcorn bags donation

Counties: Pennington – Red Lake

Cost: \$2,000 for napkins/bag printing costs

Details: The napkins and popcorns bags are printed with a design detailing many different uses of soybeans. They are delivered by county board members to schools, arenas, baseball complex, etc. These have been a great hit and lots of great comments.

For more information: Lorri Ann Hartel, MN Soybean, lhartel@prairieagcomm.com