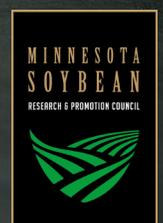


EXTINGUISHING MORE THAN JUST FLAMES

Soy-based, PFAS-free firefighting foam



visit mns soybean.org/soyfoam for more information.



PLANTING TO PROTECT CAMPAIGN

About SoyFoam

As firefighting foam with PFAS, also known as forever chemicals, becomes more regulated, the soybean checkoff has invested resources into finding a cleaner, environmentally friendly alternative.

SoyFoam TF 1122™ is a smothering agent, made from soy flour, capable of extinguishing Class A and Class B fires while eliminating intentionally added PFAS chemicals. There are also no detectable fluorines (less than 1 parts per million) in the concentrate.

Campaign overview

The SoyFoam Campaign was developed to give each organized county soybean board the opportunity to donate five pails of SoyFoam to their local fire departments (10 if a combined county). The county board can identify which departments will receive the foam. To purchase additional SoyFoam, contact your county soybean rep.

Your soybean rep will deliver the SoyFoam when the donation date and time is set, along with providing communications support.

County board requirements

For the county soybean board to take part in the campaign, the board is required to take the following steps:

- Identify the fire department(s) they'd like to donate to
- Initially contact each fire department about the campaign and donation
- Send contact information to your soybean rep
- Attend the donation (at least two board members)

How can our county utilize the \$1,000 in additional promotional dollars?

The additional \$1,000 each participating organized soybean county will receive is to be used strictly for promotion and communication around the campaign (this does not double for combined counties). This includes donation events, radio advertisements, billboards, newspaper, direct mail, other print advertisements, social media ads, plot or field signs and more.

Boards can partner to do a multi-county activation.

Please work directly with your county soybean rep to develop a plan to utilize these dollars. If you would like to participate in a SoyFoam demo, please contact your county soybean rep.

What can't the \$1,000 be used for?

The additional \$1,000 cannot be used for the following:

- Buying more SoyFoam
- Other promotions or activities that do not correlate with the SoyFoam campaign

Other reimbursements can be utilized to purchase more SoyFoam.

How can our board access the \$1,000?

After each organized soybean board identifies their plan on how to best utilize the additional promotional dollars, the county soybean rep will oversee all expenses and placements. This will ensure counties are using the funds for the campaign, as well as eliminate the need for counties to have to pay up-front for these costs.

If specific campaign promotions are being used within existing contracts (i.e. radio), please identify them on your reimbursement form to ensure funds are taken from the \$1,000 allotment.

Who can we donate SoyFoam to?

The Minnesota Soybean Research & Promotion Council board of farmer-leaders voted to invest checkoff resources to donate SoyFoam to fire departments within your county. As for specific departments, that decision is to be made by the county board. The 5 pails can be divided across multiple departments with equipment capable of utilizing firefighting foam.

