

New York Corn & Soybean Growers Association  
Soybean Checkoff  
PO Box 133  
Silver Springs, NY 14550  
585-689-2321  
www.nycornsoy.org

To: Soybean Farmer & Consumer Educators

From: Colleen Klein, Executive Director  
New York Corn & Soybean Growers Association

Date: October 1, 2023

Subject: Request for 2024 Education/Promotion Proposals—DUE NOVEMBER 15, 2023.

The New York Corn & Soybean Growers Association is requesting proposals for 2024 soybean specific promotion and education projects. Proposals must be received no later than **midnight on November 15, 2023** at:

**NYCSGA**  
**PO Box 133**  
**Silver Springs, NY 14550**

Emailed proposals formatted as a PDF are encouraged and should be sent to Colleen Klein at **cklein@nycornsoy.com**.

Funding decisions are expected to be made by January 1, 2024. Typical awards are expected to be \$25,000 per project or less. NYCSGA reserves the right to negotiate award/contract funding with successful applicants. *\*To view a sample contract, contact NYCSGA at cklein@nycornsoy.com*

The available funds for 2024 promotion and education projects will be awarded with funds collected from NYCSGA's Soybean checkoff assessments, and will be based on actual and anticipated collection of checkoff assessments received in New York State.

Please use the following format for your proposal:

1. Project title
2. Promotor/Educator(s) name, contact information, and affiliation (contact information should include, phone, address, email).
3. Specific promotion or education objectives
4. Brief discussion of the expected benefits of the promotion or education to soybean producers.
5. Identify the goal(s) of the project, and list the "key performance indicators"



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that will be used to measure the success of the project. \*

6. Concise description of the promotional or educational approach with procedures to be used, and explanation of how the proposed promotion or education relates to any past promotion/education or showing that no previous promotion/education has been done (reference key publications as appropriate).
7. Detailed line-item budget including any other sources (current or pending) of funding for this same promotion/education. Attach supporting data for any proposed expenditures in excess of \$10,000. The salary of principal promotor/educator employed by a University is not eligible. Additionally, NYCSGA will not pay overhead on proposals from Universities. Depreciable assets are not eligible for funding.
8. If other funding sources will be secured for this project please identify the contributors and the percentage of the project to be funded by NYCSGA.
9. Brief description of promotor or educator qualifications.
10. Signature of authorized representative & date.

*\*A set of quantifiable measures used to gauge or compare performance in terms of meeting strategic and operational goals.*

While NYCSGA will consider multi-year proposals, funding awards/ contracts will only be made for one year at a time given that the Board's source of funds varies by annual soybean sales and checkoff assessment collections. This also allows the Board to consider the effectiveness of any previous promotion or education expenditures on the proposed or similar projects and of the educator on this or other projects. Contractor shall submit quarterly invoices for Fees and Reimbursable Expenses unless otherwise agreed upon. Invoices shall describe services performed during the period covered by the invoice and shall itemize all Reimbursable Expenses. Contractor shall provide documentation necessary to verify Reimbursable Expenses.

If further information is needed by NYCSGA during project considerations a conference call may be required.

NYCSGA will require that promotors or educators who are successful in receiving NYCSGA funding for their work will acknowledge NYCSGA and soybean checkoff support in any publication reporting findings of the NYCSGA sponsored project. **Projects awarded funding by the New York Soybean Checkoff must demonstrate a direct benefit to soybean farmers.** In addition, NYCSGA requires electronic copies of the final reports and any publications of the findings, all of which NYCSGA may use in describing the project and its findings in any NYCSGA publication or the website.



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For more information, please call Colleen Klein, NYCSGA Executive Director at 585-689-2321, email [cklein@nycornsoy.com](mailto:cklein@nycornsoy.com).

