



## FY23 REQUEST FOR PRE-PROPOSALS

Direct Request for Concepts (RFC) Questions to: [rfc@incornandsoy.org](mailto:rfc@incornandsoy.org)

**Submission Deadline:** March 2, 2022

### **Purpose of the Request for Pre-Proposals:**

The Indiana Corn Marketing Council (ICMC) is seeking pre-proposals for FY23 research and programs for the strategic themes identified in Attachment 2 and Discovery Goals identified in Attachment 3 by the Board of Directors. Invitations for full proposals will be made from the pool of submitted concept proposals. Proposals that build on previous program work, as well as creativity and new concepts are also encouraged, new concepts are also encouraged, including well-justified concepts that may not fit perfectly in priority themes. Inclusion on the strategic priority list does not guarantee that ICMC will fund a given theme; decisions will be based on affordability, alignment, and impact.

### **Timeline:**

Please see the full proposal timeline below.

<b>January 31, 2022</b>	Request for Concept Proposals Posted for Review
<b>March 2, 2022</b>	Deadline to submit Research and Program Concepts to ICMC
<b>April 8, 2022</b>	Invitations and guidelines for full proposals are distributed Full proposals will be accepted by invitation only
<b>May 20, 2022</b>	Deadline to submit full proposals
<b>September 5-9, 2022</b>	Subcontractors are notified of funding decisions
<b>October 1, 2022</b>	Research and Program Work Begins

### **Instructions:**

Pre-proposals should be submitted in the following format:

- 2-page maximum
- 11-pt Calibri (or equivalent) font
- 1-inch margins
- English language
- Follow guidelines in Attachment 1. Additional clarification of ICMC's strategic plan is included in Attachment 2. Discovery goals for Sustainability Research are identified in Attachment 3.

Upon package completion, upload your PDF to the following website address: <https://incornandsoy.org/rfc/>



**Key Proposal Evaluation Criteria:**

- Clarity – description of the alignment to ICMC strategy/discovery goals with rationale for impact
- Audience-specific communication plan and measurement
- Technical/Commercial likelihood for success through adoption
- Organization capabilities, expertise and relevant partnerships that can be leveraged for success

**Overall Guidance:**

ICMC seeks to enhance the value of corn for Indiana corn farmers through four key Strategic Focus Areas: Market Development, Sustainability, Value Creation and Producer Engagement. Guidance is provided below and in Attachment 2 for each Strategic Focus Area.

Market Development – Concepts should seek to accelerate demand or increase market access for corn in all forms in international or domestic markets.

Sustainability – Concepts should address environmental, economic and/or social impacts of corn production:

- Environmental and economic sustainability concepts may include basic or applied research that seeks to provide strategies, technologies, or solutions to address Indiana’s Discovery Goals (Attachment 3) related to conservation, including nutrient loss reduction goals while improving on-farm production/profitability. Concepts may also include outreach strategies and other proposals for farmer engagement.
- Social sustainability concepts should target corn- related outreach activities to reach a consumer audience including children up to adults with a focus on adults 18-34 yrs old. Key messages include environmental sustainability, safe, abundant food, modern farm technology.

Value Creation – Concepts should target product differentiation, value chain disruption, and approaches with strong long-term potential to create value, maintain or increase market share, and enhance Indiana corn value proposition in key global markets. Key focus areas include but are not limited to food, beverage, and industrial markets. For example, technology focused on but not limited to Gasoline Blends, Diesel Blends and Aviation Fuels. It could also include technology in the following areas: Bio-Acrylic, Bio-FDCA, Bio-Nylons, Bio-PET.

Producer Engagement – Concepts should increase awareness of checkoff return on investment for Indiana corn farmers and/or create additional opportunities for farmers to engage with ICMC.

Priority will be given to proposals demonstrating value chain linkages, partnerships, and inclusion of marketing and communication approaches that enhance the corn reputation and brand in feed, fuel and food markets and increase value chain coordination. Proposals that build long-term value chain resiliency to supply shocks (e.g., drought), and/or demand shocks (e.g., Covid, African swine fever, trade disruption) are encouraged. Creativity and new concepts are encouraged, including well-justified concepts that challenge current paradigms but align with desired outcomes of the ICMC.

See attachment 5 for reminders regarding compliance requirements for funding in accordance with the Indiana Corn Market Development Law – Code IC-15-15-12.

## Attachment 1

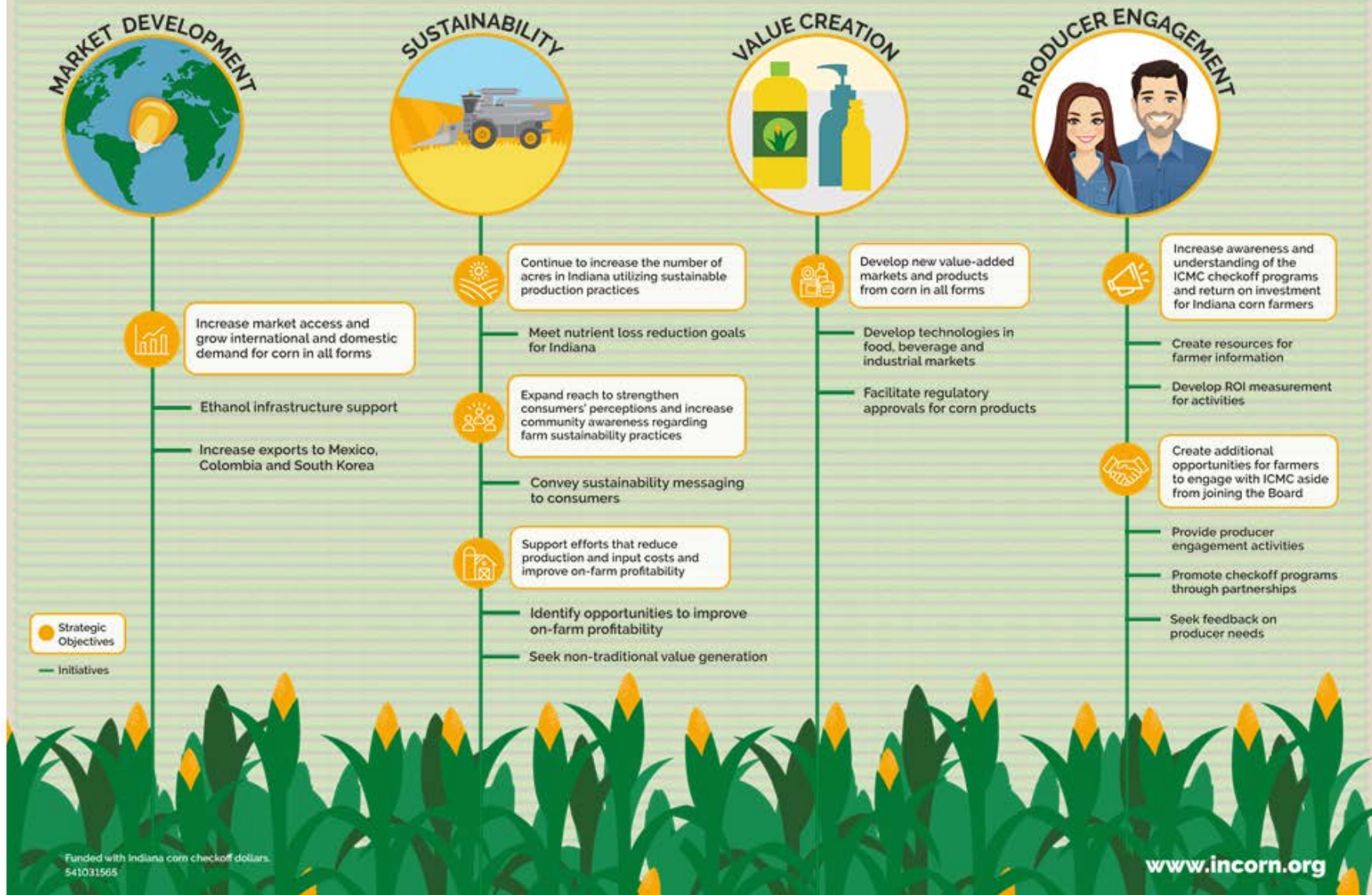
### Indiana Corn Marketing Council Request for FY23 Concept Proposals

#### Content requirements for submission:

1. **Descriptive Stand-Alone Concept Proposal Title:**
2. **Contact Information:** Organization, Project Lead Name, Address, Phone, Email
3. **Proposed Duration with Start and End Date:**  
ICMC FY23 is Oct 1 to Sept 30. While single year proposals are preferred, multi-year proposals will be considered with justification and clear milestones or gates to assess progress over time.
4. **Budget Estimate:** Please provide an estimated cost for completing this project.
5. **Strategic Importance for Indiana Corn:**  
Identify strategic theme targeted (from Attachment 2): Market Development, Sustainability, Value Creation or Producer Engagement
6. **Concept Description:** Provide a concise description of the proposed pre-proposal.
7. **Background:**
  - Frame the problem or challenge your proposal will address. Why is it an opportunity for the Indiana corn industry?
  - Why this is the right concept at the right time. Please justify and frame strategic fit with ICMC's FY23 strategic themes (from Attachment 2).
  - Provide summary of existing market research or literature review framing the evolution of the opportunity and how it will benefit corn farmers. Potential near-term (1-3 years) and long-term (5- 20 years) benefits to farmers and to the Indiana corn industry should be briefly addressed.
8. **Proposed Methods/Tactics:** Please provide a brief explanation of the approach. Describe sufficiently to understand the approach at a high level without disclosing intellectual property.
9. **Lasting Impact:** How will this project be sustained, scaled, and/or commercialized over time?
10. **Audience-specific Communication Plan:** Describe how the results of the project or key messages/content will be delivered to the target audience(s) and how will you measure your success in reaching and influencing those audiences?
16. **Desired Project Outcomes:** Include SMART goal or goals associated with pre-proposal, proposed milestones to measure progress.
17. **Brief Description of Team Capabilities, Expertise and Network of Relevant**

*\*Please attach content and estimate on a separate document\**

# OUR STRATEGIC FOCUS AREAS



# ISA/ICMC Proposed Discovery Goals – FY2023

- **Discovery Goal: Profits by Prescription**
    - Develop the components for prescriptive agronomy, powered by real-time analytics and automated machinery, that optimizes water, nutrient, and pest management to maximize genetic potential of the crop with minimal labor and inputs.
  - **Discovery Goal: Next Generation Weed Control**
    - Widescale implementation of efficient automated vehicles (e.g., bots, drones, etc...) for intelligent POST weed control (with PRE residual application if required) to eliminate the need for broadcast POST herbicides and their associated HT Traits.
  - **Discovery Goal: Conquer Complexity to Accelerate Adoption**
    - In the context of whole -farm management, develop enterprise - wide planning and risk -management analytical tools that reduce complexity and uncertainty when designing annual and perennial land use strategies for overall soil and farm health.
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Discovery Goal:  
***Profits by Prescription***

- Develop the components for prescriptive agronomy, powered by real-time analytics and automated machinery, that optimizes water, nutrient, and pest management to maximize genetic potential of the crop with minimal labor and inputs.
  - Rationale: Converging sciences and technology have enabled an entirely new paradigm for managing crop health on a season-long horizon. Managing for maximum value requires integrated information and prescriptive intervention to maximize the genetic potential of each section of land. Basic agronomy, combined with these evolving tools will support the goals of ISA and ICMC to find new levels of operational efficiency of their land leading to significantly lower input cost-to-benefit ratios.

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Discovery Goal:

***Next Generation Weed Control***

- Widescale implementation of efficient automated vehicles (e.g., bots, drones, etc...) for intelligent POST weed control (with PRE residual application if required) to eliminate the need for broadcast POST herbicides and their associated HT Traits.
  - Rationale: This Discovery Goal is fully aligned with both the conservation and profitability themes of ICMC and ISA. In addition to reduced inputs, numerous intended consequences will likely result: elimination of off-target herbicide injury, elimination of resistant weeds, reduced regulatory/tolerance requirements, and reallocation of HT Trait investments to novel breeding advancements. NOTE: ISA and ICMC supports use of automation in multiple farming applications (e.g., planting, harvesting, variable rate nutrients, etc...), but the weed management goal was broadly recognized as a priority.

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Discovery Goal:

***Conquer Complexity to Accelerate Adoption***

- In the context of whole -farm management, develop enterprise-wide planning and risk -management analytical tools that reduce complexity and uncertainty when designing annual and perennial land use strategies for overall soil and farm health.
  - Rationale: Developing field - and farm-specific production and conservation plans is complex and uncertain, leading to low adoption rates for new approaches such as cover crops, strip crops, etc... Integrating all available data to explore best options for each parcel of land will reduce complexity, encourage exploration by farmers, and lead to the rapid and confident adoption of methods supporting both production and conservation goals of ISA and ICMC.



## Attachment 5

### ICMC Checkoff Compliance Guidelines per Indiana State Statute:

IC 15-15-12-10 - Market development - Sec. 10. As used in this chapter, "market development" means to:(1) provide for the development of new or larger domestic and foreign markets for corn; (2) promote the production and marketing of renewable fuels and new technologies that use corn; and (3) access federal government money available to the state to further the market development activities described ins subdivisions (1) and (2).

IC 15-15-12-14 – Promotion - Sec. 14. As used in this chapter, "promotion" means:(1) communication directly with corn producers;(2) technical assistance; and (3) trade marketing activities; to enhance the marketing opportunities of corn for corn products in domestic and foreign markets.

IC 15-15-12-15 – Research- Sec. 15. As used in this chapter, "research" means a study to advance the:(1) marketability; (2) production;(3) product development; (4) quality; or (5) functional or nutritional value; of corn or corn products, including a research activity designed to identify and analyze barriers to domestic and foreign sales of corn or corn products.

IC 15-15-12-37 - Restrictions on use of assessment Sec. 37. (a) Proceeds of the checkoff assessment collected by the council under this chapter may not be used to influence legislation or governmental action or policy.(b) Proceeds of the assessment collected under this chapter may be used to communicate information related to the:(1) conduct;(2) implementation; or(3)results; of promotion, research, and market development activities to appropriate government officials.(c) After January 1, 2009, proceeds of the assessment collected under this chapter may be used for action designed to market corn or corn products directly to a foreign government or a political subdivision of a foreign government. However, not more than five percent (5%) of the annual amount collected may be used under this subsection.