



## 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 Soybean Alliance, Inc. (ISA) 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 concepts. Concepts that build on previous program work, 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 imply that ISA 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 ISA
<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 ISA'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/>



**Proposal Evaluation Key Criteria:**

- Clarity – description of the alignment to ISA 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:**

ISA seeks to enhance the value of soybeans for Indiana soybean 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 soybean or soybean products in international or domestic markets. Concepts could also include methods to increase livestock and meat exports.

Sustainability – Concepts should address environmental, economic and/or social impacts of soybean 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 soybean-related outreach activities to reach a consumer audience including children up to adults with a focus on adults 18-34 years 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 soybean value proposition in key global markets. Key focus areas include but are not limited to food, beverage, and industrial markets – etolides, branched oleic technology and products of special interest.

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

Priority will be given to proposals demonstrating value chain linkages, partnerships, and inclusion of marketing and communication approaches that enhance adoption and strengthen the soy reputation and brand in feed, fuel, and food markets. Creativity and new concepts are encouraged, including well-justified concepts that challenge current paradigms but align with desired outcomes of the ISA.

See attachment 5 for reminders regarding compliance requirements for funding in accordance with the Soybean Research and Consumer Information Act (i.e., checkoff guidelines).

## Attachment 1

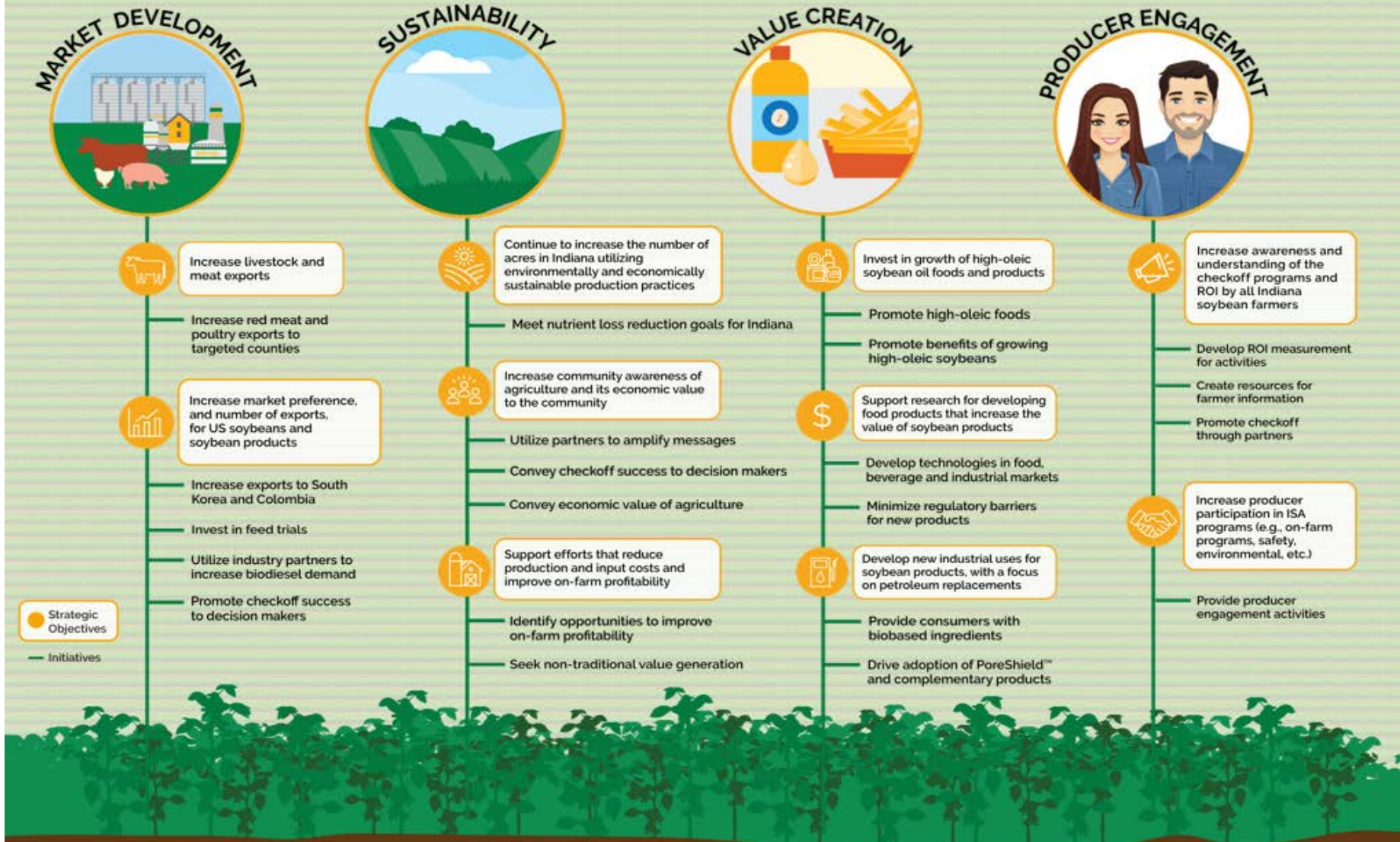
### Indiana Soybean Alliance Request for FY23 Concept Proposals

#### Content requirements for submission:

1. **Descriptive Stand-Alone Pre-Proposal Title:**
2. **Contact Information:** Organization, Project Lead Name, Address, Phone, Email
3. **Proposed Duration with Start and End Date:**  
ISA 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 Soy:**  
Identify strategic theme targeted (from Attachment 2 and, if applicable Attachments 3 and/or 4).
6. **Concept Description:** Provide a concise description of the proposed pre-proposal.
7. **Background:**
  - Frame the problem or challenge your pre-proposal will address. Why is it an opportunity for the Indiana soybean industry?
  - Why this is the right concept at the right time. Please justify and frame strategic fit with ISA's FY23 strategic themes (from Attachment 2) and/or Discovery Goals (Attachments 3 and 4).
  - Provide summary of existing market research or literature review framing the evolution of the opportunity and how it will benefit soybean farmers. Potential near-term (1-3 years) and long-term (5- 20 years) benefits to farmers and to the Indiana soybean 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 outcome 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.
-

---

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.

---

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.



---

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

### Checkoff Guidelines per United Soybean Board Compliance Manual

- 1) Patents, copyrights, inventions, or publications (“Intellectual Property”) developed using checkoff funds must remain the property of ISA. However, where additional funding is provided by the party receiving checkoff funds, that party may maintain an ownership interest in any Intellectual Property created, provided ISA retain certain rights regarding the Intellectual Property.
- 2) Funding of capital equipment with checkoff funds for plans or projects is prohibited unless the equipment is: (a) purchased in conjunction with the plan or project; and (b) necessary for completion of the plan or project. ISA must retain its ownership interest in the capital equipment during and after the completion of the plan or project.
- 3) Funding of academic chairs and endowments is prohibited unless the following guidelines are followed:
  - a. The contract must identify the academic chair or endowment must identify the purpose of the objectives of the funding which must be for soybean research, promotion, consumer information and/or industry information
  - b. The contract must be renewable on an annual basis and ISA must authorize the funding annually in writing
  - c. The contract must allow ISA to have input and consent regarding whom is awarded the funding
  - d. The contract must require deliverables consistent with the purpose and objectives of the funding to be delivered
- 4) Sponsorships paid with checkoff funds are prohibited unless it is an activity that ISA pays for in exchange for specific checkoff-related deliverables or performance measures sufficient to justify the amount of the sponsorship.
- 5) Donations to building funds or foundations with checkoff funds are prohibited unless there are specific checkoff-related deliverables and/or performance measures sufficient to justify the amount of the donation.
- 6) Other funding prohibitions:
  - a. Any activity to influence government policy or action
  - b. University principal investigator salaries
  - c. University overhead/indirect costs
  - d. Spouse/family expenses
  - e. Open bars
  - f. Personal expenses