2015 Request for Proposals

**Introduction**
The Michigan Alliance for Animal Agriculture (M-AAA) announces a request for proposals for funding for research and extension programs to enhance Michigan Animal Agriculture. The M-AAA is a partnership between the Michigan animal agriculture industries, the Michigan State University (MSU) College of Agriculture and Natural Resources, MSU AgBioResearch and MSU Extension focused on advancement of the Michigan animal agriculture economy.

All proposals must address critical needs relevant to Michigan’s Animal Agriculture Industries and are requested in the following funding categories: 1) Applied Research, 2) Extension and 3) Seed Grants.

**Eligibility**
Principal Investigators must be employed by Michigan State University. There are no restrictions on employment status of other team members.

**Timeline:**
- July 1, 2014    Call for proposals
- September 1, 2014  Proposals due
- November 1, 2014  Notification of awards
- December 1, 2014  Project funds available
- December 31, 2015  Termination date for 2015 funding

All funds awarded are to be spent by termination date. Requests for a single extension of remaining funding for up to 12 months must provide significant justification for delay in progress on funded Applied Research or Extension projects. Extensions are not automatic, and will be evaluated on a case by case basis by the Director of MSU AgBioResearch or a designate. Any funds remaining upon final project termination date will be returned. Seed Grants are not eligible for extension beyond initial termination date.

**Industry priorities:**
All proposals must clearly note how proposed activities will benefit Michigan Animal Agriculture, with particular emphasis on projects consistent with stated annual priorities of Michigan Animal Agriculture Commodity groups (Appendix 1). All proposals must deliver tangible results within defined time frame.

**Funding Categories:**
*All proposals must articulate the following to be considered for funding:*

**Applied research:**
- Relevance to animal agriculture industry priorities
- Technical merit and feasibility
- Means by which proposed activities will enhance commodity specific or overall animal agriculture industry
- Long term benefits to MI animal agriculture
- Plans for dissemination of information to relevant commodity groups
Extension:
- Relevance to animal agriculture industry priorities
- Technical merit and feasibility
- Current/future need for proposed activities
- How proposed programming will enhance commodity specific or overall animal agriculture industries

Seed funding:
- Relevance of research area to animal agriculture
- Technical merit and feasibility
- How proposed activities will advance development of highly competitive extramural grant proposal
- Timeline, target funding agency and program for future extramural proposal submission.

**Funding Scope and Guidelines:**
Funding duration for projects in above categories is limited to one year with maximum budget of $50,000 (Applied Research), $30,000 (Extension) and $25,000 (Seed Funding).

**Proposal Evaluation Criteria:**
A panel manager will be designated by the M-AAA to facilitate the review process. All proposals will be reviewed by a single panel of experts composed of MSU faculty and commodity group representatives. Every effort will be made to identify experts to serve on review panel who are not also seeking funding via the 2015 program. Inclusion as a project team member on submitted proposal will automatically exclude individual from review of proposals submitted for consideration in the same funding category. Upon completion of review process, proposals will be ranked within category based on above scoring criteria for final funding determination by the M-AAA.

<table>
<thead>
<tr>
<th>Evaluation criteria</th>
<th>Applied Research</th>
<th>Extension</th>
<th>Seed Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevance to animal agriculture industry(s) and annual priorities, potential long term impact</td>
<td>20</td>
<td>20</td>
<td>30</td>
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<tr>
<td>Technical merit and feasibility; investigator qualifications</td>
<td>45</td>
<td>35</td>
<td>50</td>
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<td>Mechanisms to deliver research information generated to relevant commodity groups</td>
<td>15</td>
<td>25</td>
<td>-</td>
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<tr>
<td>Leverage of external and other funding sources; extent of partnering with Michigan animal agriculture industries</td>
<td>20</td>
<td>20</td>
<td>-</td>
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<tr>
<td>Plans for future extramural funding and importance of seed funding to future success</td>
<td>-</td>
<td>-</td>
<td>20</td>
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2015 Proposal Guidelines

**Formatting guidelines:**
All proposals should be single spaced using Arial 11 font, using 0.5 inch margins and double spacing between paragraphs and must adhere to guidelines for proposal length outlined below. Proposals that fail to adhere to guidelines will be immediately returned without review. All proposals should be submitted as a single pdf document containing components listed below. Note, letters of support are not necessary. Industry support of proposals will be represented by in-kind contributions and matching funds.

**Proposal Components**:  
Note items 2-7 cannot exceed three pages in length.

1) Cover sheet  
2) Problem statement and relevance to industry priorities  
3) Objectives  
4) Approach and feasibility  
5) Anticipated results and impact  
6) Industry partnering (include cost share) and scope  
7) Timeline  
8) Budget (see attached budget form)  
9) Literature cited  
10) Team qualifications (one page vitae for each project member outlining qualifications to complete proposed research or extension activity)

*Researchers should submit their proposals electronically, through the MSU e-transmittal system. A transmittal is required for each proposal.*
2015 Industry Priorities (Appendix 1)

**Michigan Allied Poultry Industry**
- Housing Research
- MSU Ag Tech Program

**Michigan Cattlemen’s Association**
- Water conservation
- Winter application of manure
- A vaccine to protect cattle from TB infection

**Michigan Department of Agriculture & Rural Development (MDARD)**
- MI animal reportable diseases
- Biosecurity
- Animal Welfare

**Michigan Farm Bureau**
- Technology development to enhance food safety
- Development of alternative/new animal health protection tools
- The impact of winter application of manure-how do we protect our ability to continue

**Michigan Horse Council**
- General animal and ag intro courses offered in community colleges and high schools (especially non-rural areas)
- Research on the positive influence that horses (and other animals) create with youth, building life skills, personal self-esteem, as well as their benefits in corporate team training exercises. Education of general public on animal welfare issues with facts.

**Michigan Milk Producers**
- Bovine TB
- Assistance with the dairy industry’s Sustainability’s efforts. Continued work on both feed and reproductive efficiency as it relates to sustainability.
- Workforce development

**Michigan Pork Producers**
- Emerging Diseases (Porcine Epidemic Diarrhea Virus and Secure Pork Supply)
- Consumer Acceptance of Production Practices (Researching Alternative Methods of Sow Housing, Production Practices, e.g., Castration, Animal Care and Handling, Enhancing Industry Image with Consumers and use of Antimicrobials in Production Systems)
- Environmental Issues (Manure Management, Air Quality, Water Availability)

**Michigan Sheep Breeders Association**
- Understanding nutritional, genetic reproductive mgmt. for out of season breeding
- Developing business planning tools for sheep producers
- Teaching producers strategic nutritional mgmt.