

SOY INNOVATION CHALLENGE 2022



“NAVIGATING NEW USES”



Program Purpose

The Soy Innovation Challenge, brought to you by Missouri Soybean Merchandising Council, aims to engage Missouri FFA Members in creating valuable exhibits and ideas based on the soy value chain to display in the Center for Soy Innovation. Students will develop an understanding of the uses of soy that are utilized in everyday products. Exhibiting the uses of soy is essential to the development of soy markets that benefit farmers.

Objectives

The Soy Innovation Challenge provides contestants to:

- Develop a new soy exhibit.
- Demonstrate creativity and knowledge of soy when creating the exhibit.
- Collaborate within their FFA chapters to discuss the new soy products and possibilities.
- Consider other chapter member's inputs.
- Present a developed product to a judging panel.
- Design and showcase valuable visual aids.
- Use teamwork and active listening skills.

Event Format

The Soy Innovation Challenge will be a two-part contest. Participating chapters will design and develop an exhibit for the Center for Soy Innovation. Initial proposal submissions by all chapters will be due November 30th by email to Baylee Asbury, basbury@mosoy.org. A submission template will be provided so all chapters are judged fairly and equally. MSMC will notify chapters of their placement by December 31st. The top five chapters will move on to the next portion.

These top five chapters will write a 500-700 word paper describing their idea and the value it will add to the Center for Soy Innovation. Presentation teams from each of the top five chapters will meet in Jefferson City at the Center for Soy Innovation in late March to present their idea to a panel of judges. The judging panel will be comprised of (1) Missouri Soybean staff member, (1) Missouri Soybean Merchandising Council Director, (1) State Legislator, and (1) Industry Partner.

Concept

Aligned with the year's theme, ideas may consist of – but are not limited to – video concept, physical exhibit for display, graphic for poster, children's book, etc.

SUBMISSION RULES

Initial Proposal Guidelines

- Must align with the 2022-2023 theme “Navigating New Uses.”
 - Idea must clearly convey the educational value of the proposed exhibit.
 - Must have a realistic implementation process of the exhibit into the Center for Soy Innovation.
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Written Paper Guidelines

- Must be between 500-700 words.
 - Should contain little to no grammatical errors.
 - Must follow APA format and be in Times New Roman, 12-point font.
 - Outline the logistics, timeline, and budget of implementing the proposed exhibit.
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Presentation Guidelines

- Proposal and paper can be completed by entire Chapter, but Presentation team will consist of 2-4 members.
 - Each team will receive 15 minutes to present to the panel:
 - Set-up: 2 Minutes
 - Presentation: 10 Minutes
 - Questions: 3 Minutes
 - Points will be deducted for incomplete Official Dress, not following event guidelines, and/or time over ten minutes for presentation.
 - Visual aids such as flyers, easels, PowerPoints are allowed during the presentation, but should be taken with team members after the presentation concludes.
 - Final scores will be weighted as:
 - 30% Paper
 - 70% Presentation
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Tiebreaker

In the event of a tie in scores, the following steps will be taken to determine the winner:

- The teams will be asked an additional question. Both teams will be given 10 minutes to formulate an answer. The teams will then present their answers to the judges.
 - Teams are expected to have a working knowledge of the uses of soy and issues facing today's agriculture industry. They should be able to clearly express their thoughts on the topics.
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Awards

Following the final presentation, the top three chapters will be awarded cash prizes to be used to implement however they choose, with preference on soy-related activities, such as agronomy, greenhouse, aquaculture, etc.

Cash prizes will be awarded as follows:

- 1st Place: \$10,000
- 2nd Place: \$5,000
- 3rd Place: \$2,500

Initial Proposal					
	Not Demonstrated 0	Below Expectations 2	Meets Expectations 4	Exceeds Expectations 6	Total Points
Questions in proposal are thought out and fully answered.					
Concept outlined in proposal is relevant and aligns with the theme.					
Concept idea is fresh and would benefit CFSI visitors.					
Concept has ability to be realistically implemented in CFSI.					
Concept effectively aligns with DESE standards for desired audience.					

Written Paper					
	Not Demonstrated 0	Below Expectations 2	Meets Expectations 4	Exceeds Expectations 6	Total Points
Demonstrates understanding of the contest theme					
Identifies the impact of the concept to CFSI visitors					
Effectively outlines DESE standards for desired audience					
Paper clearly defines logistics, timeline, and budget					
Paper was written clearly with little to no grammatical errors					

Presentation					
	Not Demonstrated 0	Below Expectations 2	Meets Expectations 4	Exceeds Expectations 6	Total Points
Statements are well-organized and clearly stated					
Team effectively created and utilized a visual aid					
Visual Aid supports, rather than detracts, from the proposal					
Students demonstrated effective public speaking skills					
Demonstrates the ability to effectively answer questions					

Comments: