

SOY INNOVATION CHALLENGE 2023



“Rolling into the Future”



Program Purpose

The Soy Innovation Challenge, brought to you by Missouri Soybean Merchandising Council (MSMC), aims to engage Missouri FFA members in creating valuable and engaging exhibits and ideas based on the soy value chain. Students will be tasked to plan and design a soy-focused agricultural education mobile classroom via the MSMC-purchased school bus. Students will develop an understanding of the uses of soy that are utilized in everyday products, by curating what this bus looks like, both on the inside and out. Exhibiting the uses of soy is essential to the development of soy markets that benefit farmers

Objectives

The Soy Innovation Challenge provides contestants the opportunity to:

- Develop a soy-focused mobile education space.
- 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 round.

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 and MSMC's education mission. Presentation teams from each of the top five chapters will meet in Jefferson City at the Center for Soy Innovation in March to present their idea to a panel of judges. The judging panel will be comprised of 4 professionals from varying backgrounds of the soy industry.

Concept

With the MSMC- provided school bus, chapters will curate the experience of the mobile classroom, including but not limited to: the design and graphics on the outside of the bus, soy-based products used in and outside the bus, ag activities for potential students to engage with inside, etc.

SUBMISSION RULES

Initial Proposal Guidelines

- Must align with the 2023-2024 theme "Rolling into the Future"
 - Idea must clearly convey the educational value of each aspect of their proposed ideas for the mobile classroom.
 - Must have a realistic implementation process to include their ideas within the mobile classroom.
-

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, design, timeline, and budget of implementing the proposed exhibit.
-

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
-

Tiebreaker

In the event of a tie in final round scores, the chapter with the higher Initial Submission score will named winner of the tiebreaker.

Awards

Chapter placings will be announced on-stage at the 2024 FFA State Convention. Of the final five chapters, the top three will be awarded cash prizes to be used 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.					
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 desired audience.					
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: