

FY22 Pre-proposal/Concept Questions and Responses

1. What are the funding upper and lower limits and what is the range of estimated budget for a one year proposal?
 - a. There is no upper or lower funding limit. You should propose the budget necessary to complete the work in the proposed project duration.
2. Are research groups from outside the USA eligible for this type of contract work with USB?
 - a. Yes
3. Is it required to have out-state partnerships for this program? Is it required to reach and establish partnerships with industries?
 - a. Partnerships are encouraged.
4. Can I submit two concept papers? Is there a limit to how many concepts/pre-proposals may be submitted?
 - a. Yes, you may submit more than one concept. There is no limit.
5. How many proposals you commonly received and how many of them you approved for funding?
 - a. Last year, 472 concepts were submitted and 176 were approved for funding.
6. Can the FY22 USB RFP provide compensation for indirect university costs?
 - a. No, following is a list of prohibited expenses:
 - Entertainment expenses
 - University Principal Investigator salaries
 - University overhead/indirect costs
 - Spousal/family/companion expenses
 - Personal expenses
 - Open bars
 - Capital equipment over \$2,500 (unless pre-approved by USB).
7. What is the chance for minority-serving institutions to win this grant?
 - a. All applicants will be considered with awards made based on criteria in the concept call.
8. Are there any budget guidelines/parameters that need to be followed?
 - a. A budget template will be provided if invited to submit a full proposal. See question 6 for prohibited expenses. The concept requires only a total budget estimate.
9. What does value chain disruption mean to you?
 - a. It means ideas that challenge the status quo and the way business is typically completed in the U.S. soy commodity value chain. Ideas that have potential to increase returns to farmers are especially encouraged.
10. Under Key Concept Evaluation Criteria, please define “market -driven opportunity”

- a. Market-driven or demand-driven relates to the submission requirements in the RFP on page 3, Background bullets 3 and 4.
11. In the Purpose of the Request for Concepts section on page one, one of points indicates that concepts can be built on previous program work. Is there a list of previous programs that USB would like to see built upon?
 - a. General information about prior funded work is at <https://www.unitedsoybean.org/>, <https://ussoy.org/>, <https://www.soybeanresearchdata.com/Reports/ProjectsForCheckoff.aspx> and associated websites. A current relationship with or knowledge of USB's prior work is not required for concept submission.
12. In the Key Concept Evaluation Criteria section on page one, is there a hierarchy or weighting (in percentages) of these criteria or are all 6 criteria of the same importance?
 - a. Factors are equally weighted.
13. If USB approves our research proposal, will we be allowed to publish any research findings?
 - a. Yes – this should be declared as one of the objectives of the proposed work.
14. Can you provide some increased clarity and description of a “food defense/engagement platform.”
 - a. Work that improves soy's reputation as a food and feed ingredient.
15. It's been indicated to us that USB would like to have better connections and a deeper relationship with CPGs. What would success look like to USB when it comes to building relationships with the food industry?
 - a. Partnerships that increase U.S. soybean and soy product use, value, competitiveness and reputation.
16. How has sustainability been promoted to key stakeholder groups? (i.e. producers, consumers, food processors, ag/consumer media) is the message inherently different for these groups?
 - a. See question 11 response.
17. Where it stands today, how does USB measure sustainability on farms as an industry?
 - a. Please refer to [Sustainability & the Sustainability Protocol - United Soybean Board](#)
18. What research has been done and/or what research data is available to support sustainability message development?
 - a. See question 11 response. More information may become available if you are invited to submit a full proposal.
19. Is there room for a cross-marketing strategy that links producers and consumers with sustainable practices/products/quality?
 - a. Absolutely.

20. What relationships have been created with various industry stakeholders to promote/educate sustainability – both in the ag and food processing/marketing sectors?
- a. See question 11 response. More information may become available if you are invited to submit a full proposal.
21. How do you prioritize USB's sustainability efforts? For example, is it soybean producers first, then to food processors and end-users/consumers third? What is the priority target demographic?
- a. Investments are prioritized based on merit given established criteria and available funds.
22. It is common knowledge that farmers are a trusted source for consumers. Specifically, is there any data/research which identifies consumer trust of soy producers' sustainability practices/efforts?
- a. See question 11 response. More information may become available if you are invited to submit a full proposal.
23. What does "new concepts are encouraged" mean? Is there fundamental research on soybean genetic manipulation leading to the production of novel, improved and sustained soybeans with high oils yield relevant to this program?
- a. As stated, concepts for new research, promotion, education and communication that have not been submitted before are encouraged. See question 11 response. Your concept will be considered as submitted given published criteria.