

## **Michigan Apple Committee 2011/12 Request for Proposals**

The Michigan Apple Committee (MAC) announces a call for research proposals for 2011/12!

MAC has an industry **mission** to improve the profitability of apple growing through improving production information and techniques; developing new markets and new products; and identifying consumer trends and facts. MAC wishes to support innovative research that helps achieve this mission.

In keeping with the spirit of the MAC's mission, the Michigan Apple Research Subcommittee (MARS) established the following as its **charter** in early 2009:

To help the Michigan Apple Committee realize its mission by ensuring that it invests wisely in research and development, provides recommendations to the board of directors that are consistent with the organization's goals and strategies and gets the optimal return on that investment.

### **STRATEGIC RESEARCH PRIORITIES**

MARS evaluates and recommends research projects for final approval by MAC.

Following are the 2011/12 priorities of the MAC/MARS. *(In priority order.)*

- Increase demand
- Improve quality and consistency
- Reduce production costs
- Introduce new or improved varieties
- Prove health benefits
- Improve packaging

To access **the complete goals and strategies** of the Michigan Apple Committee's grower-funded research, please go to [www.MichiganApples.com/Research](http://www.MichiganApples.com/Research).

**Note:** Researchers should ensure their project is a new idea that has not been previously done at another university or research organization.

## PRELIMINARY PROPOSAL GUIDELINES

Whether the proposal is a continuation of a current project or a new idea, researchers are requested to submit a preliminary proposal. The preliminary proposal will be no more than one double-sided page as outlined below, plus an attached cover sheet and budget

- **Cover page:** Completed “MAC Cover Page” (enclosed) should be attached to your preliminary proposal.
- **Problem statement:** What is the problem/opportunity and why is it important to the future of Michigan’s apple growers? How does it address MAC’s mission and research priorities?
- **Objectives and hypothesis**
- **Overview of methods and procedures:** Briefly, how will hypotheses be tested?
- **Impact of research on Michigan apple industry:** What does this mean to Michigan’s growers and how will it improve their farm activities economically, environmentally, etc.
- **Budget:** Completed Project Budget should be attached to your preliminary proposal including notation of other funding sources from which you have received or applied for funds.

## PRELIMINARY PROPOSAL SUBMISSION

Non-MSU preliminary proposals (15 copies) will be due to Michigan Apple Committee, 13750 S. Sedona Parkway, Ste. 3, Lansing, MI 48906 by close of business on **Monday, November 14, 2011**.

MSU researchers should submit preliminary proposals electronically to Michigan State University AgBioResearch (formerly Michigan Agricultural Experiment Station), by e-mailing to Linda Estill at [lsestill@msu.edu](mailto:lsestill@msu.edu) by close of business on **Monday, November 14, 2011**. **MSU transmittal forms are not required for preliminary proposals.**

## PRELIMINARY PROPOSAL REVIEW

1. The Michigan Apple Research Subcommittee will review preliminary proposals in late November for discussion at the December 2011 meeting.
2. Proposals selected for further consideration will receive a request for a full proposal which must be submitted by Thursday, January 25, 2012.
3. Full proposals will be evaluated by MARS in February/March 2012, with funding decisions announced shortly thereafter.

**Note:** Acceptance of pre-proposal does not ensure funding of full proposal.

## FULL PROPOSAL SUBMISSION

MARS may ask for additional details or changes to the research for Full Proposal. In some cases the Preliminary Proposals will be accepted as the Full Proposal.

Non-MSU full proposals (15 copies) are due to the Michigan Apple Committee by close of business on Thursday, January 25, 2012.

MSU researchers should submit full proposals to Michigan State University AgBioResearch (formerly Michigan Agricultural Experiment Station) by 5 p.m. on Monday, January 23, 2012. A transmittal is required for each proposal. Researchers should submit their proposal electronically through the MSU e-transmittal system. If you have questions, please contact Linda Estill at 355-0123 or [lsestill@msu.edu](mailto:lsestill@msu.edu). **MSU transmittal forms are required for full proposals by MSU researchers.**

## FULL PROPOSAL REVIEW AND PRESENTATIONS

MARS members will review proposals in February/March 2012, and make funding decisions at that time. **Researchers may be asked to make a brief presentation or answer questions at the February meeting.**

The following criteria will be used to judge the merit of the proposals:

### Evaluation Criteria:

- Relationship to MAC mission and MARS charter and priorities
- Scientific soundness; appropriateness of methodology
- Leverage of funds
- Potential impact on the Michigan apple industry
- Extent of partnering with apple producers and users
- Appropriateness of budget

## FUNDING

- The Michigan Apple Committee will fund all approved projects in the following manner:
  - 25% of the total annual funding will be provided upon notification of project approval.
  - 50% of the total annual funding will be released upon submission of a progress report to MARS approximately six months into the project or at the halfway point of the research.

- The final 25% of the allocated annual funds will be released after a satisfactory final written report is received; poster prepared for Expo and a project synopsis of proper length and content is presented to MARS.

## **FUNDING CONDITIONS**

- A printed research report and presentation are due to MARS during the Great Lakes Fruit, Vegetable, and Farm Market Expo in December 2012. **NEW:** Printed reports and presentations must be sent to MAC by November 9, 2012 to provide the subcommittee with time to review the findings before the meeting in December. Final reports for multi-year projects should show each year's progress. Research reports will be placed on [www.MichiganApples.com](http://www.MichiganApples.com) and will be made available to apple growers.
- **NEW: MAC requests a poster presentation of each project which will be displayed for review by the entire grower community at the Great Lakes Fruit, Vegetable, and Farm Market Expo in December 2012. This poster is due to the offices of MAC by Friday, November 30, 2012.**
- Failure to submit timely and quality progress reports or insufficient progress will result in premature termination of a project and confiscation of unspent funds.
- A 150-word summary of the project results suitable for MAC newsletter publication is due mid-January 2013.
- Michigan Apple Committee expects team leaders and/or their representatives to participate in MAC public events, webinars and radio programs that highlight research activities when requested. Failure to participate will result in premature termination of the project.
- Multiple year projects are funded one year at a time and are subject to annual evaluations. Second year continued funding is not guaranteed.
- The Michigan Apple Committee is a grower-funded organization. As such, it is imperative that the Michigan Apple Committee be recognized as a funding source whenever possible.

Please contact Diane Smith, Director of Finance/Administration for the Michigan Apple Committee with any questions, (517) 669-8353 or [Diane@MichiganApples.com](mailto:Diane@MichiganApples.com). MSU researchers may contact Doug Buhler at (517) 355-0123 or [buhler@msu.edu](mailto:buhler@msu.edu).