# Michigan Alliance for Animal Agriculture

# Informational Webinar for Academic Researchers

**January 3rd, 2025**

# Welcome!

- James Averill, Associate Director, AgBioResearch
- Ron Bates, Director, AABI, MSU Extension
- Lynn Richardson, Research Administrator, AgBioResearch ORS

## Questions during Webinar

- During presentations – use Q&A or chat function at bottom of screen
- During Q & A – Q&A, chat, raise hand, or unmute

# Outline

- Welcome and introductions
- History and vision of M-AAA
- Impacts of M-AAA
- Industry priorities 2025
- Review of 2025 Request for Proposals (RFP)
- Proposal review process
- Proposal submission process – M-AAA Portal
- Q & A

# History and Vision of M-AAA

- M-AAA is a partnership among MI animal agriculture
- Focused on advancement of MI animal agriculture economy
- Started in 2015
- Industry Partners:
  - MI Allied Poultry Industries
  - MI Cattlemen's Association
  - MI Farm Bureau
  - MI Horse Council
  - MI Meat Association
  - MI Milk Producers Association
  - MI Pork Producers
  - MI Sheep Producers Association
  - MI Soybean Promotion Committee

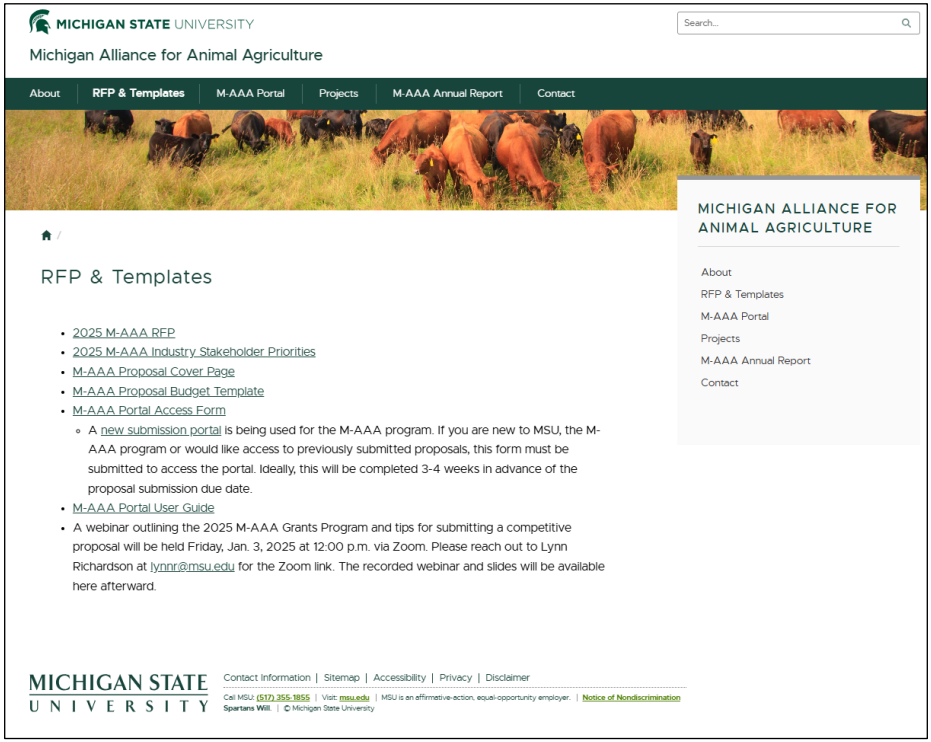
# Impacts of M-AAA

- Funded over 80 PI's
- For over 170 funded proposals
- Totaling 13.76M allocated to faculty

- Funding has leveraged additional 28.66M

- M-AAA has 71% higher publication rate compared to global average

# M-AAA Website



# M-AAA 2025 Industry Priorities

## Michigan Allied Poultry Industries

- Cage Free:
  - Understanding and encouraging performance of behavior that leads to positive welfare
  - Hen movement through cage-free systems: ensuring easy and safe movement among vertical tiers
  - Hen distribution among and use of resources to optimize stocking rates and system design
  - Feed additives for improved health/livability in cage free birds
  - Calcium/ phosphorus requirements of older (65+ week old) hens for better shell strength
- General:
  - Extension project aiming to mitigate avian influenza and other poultry related disease by strengthening biosecurity measures within small and commercial poultry operations
  - HPAI vaccination options
  - Environmental E-coli mitigation strategies
  - Using no-antibiotic methods to reduce the incidence of enteritis
- Nutrition:
  - Assessing how feed additives (i.e. enzymes, probiotics, prebiotics) perform in a real-world farming environment, considering all the variables present on a working farm, rather than controlled farm settings (research farm)
  - Feed formulations based on digestible P and digestible Ca to enhance nutrient utilization, minimize environmental impact by reducing excess mineral excretion, and meet precise dietary requirements for poultry.
  - Feeding non-bound amino acids in commercial diets at increasing inclusion levels
  - Strategies to maintain intestinal health and reduce intestinal health disorders in a non-antibiotic era
  - The interaction of pro and prebiotics when poultry are also being treated with an antibiotic
- Floor Birds:
  - Strategies to reduce foot pad dermatitis

# M-AAA 2025 Industry Priorities

## Michigan Cattlemen's Association

- Cattle Health and Well Being (including but not limited to):
  - Bovine TB-Improved prevention methods, improved testing.
  - Bovine Respiratory Disease - Improved detection methods, control and preventative protocols, antibiotic alternatives.
  - Animal Welfare and cattle handling improvements
- Beef Industry Environmental Sustainability (including but not limited to):
  - Producer and processor waste and resource management.
  - Maximizing beef's role in carbon sequestration.
  - Role of cattle in soil and ecosystem health.
- Beef Economic Sustainability (including but not limited to):
  - Creation of value from MI's traceability program.
  - Maximizing feeding and grazing efficiencies.
  - Incorporating technology to improve beef production and producer decision making.
- Industry Outreach
  - Creation of or improvements to resources available to the industry including increased collaborations with outside sources (e.g., other land grant universities).

# M-AAA 2025 Industry Priorities

## Michigan Farm Bureau

- Development of new animal health protection tools to manage current and emerging diseases, with an emphasis on the role of vaccines in disease protection.
- Workforce development and education: Training for jobs and careers in animal agriculture.
    - Marketing roles in the livestock industry to those entering the workforce to generate interest and retention for the industry's labor force needs.
- Development of new tools to enhance food safety.
- Enhancement and growth of the Michigan meat packing and dairy processing industries.
    - Research in treatment options for wastewater management, with a focus on cost-effective options for small livestock processing facilities.
- Development of new automated tools to address labor issues in the livestock and dairy industries.

## Michigan Horse Industry

- Youth and adult outreach/education in horse health/management and promotion of the industry.
- Land-use and environmental management as it relates to horse facilities and equine recreational use.
- Research in the areas of preventative health management, gastrointestinal disease, and nutrition.

# M-AAA 2025 Industry Priorities

## Michigan Meat Association

- Workforce development
  - Training and resources for entry level and current employees with credit and non-credit programs with hands-on and lecture sessions (e.g., meat cutter training, animal welfare and humane handling, humane harvesting, operational processing techniques)
- Emerging issues
  - Investigations (research and extension) in identification, controls or prevention of issues or topics that affect meat, poultry, and game animal food safety (e.g., chronic wasting disease and bovine tuberculosis, pathogenic microbial identification and control, parasite, prions, diseases, genetic and muscle abnormalities)
- Operational processing, wastewater disposal options, and food safety controls
  - Investigations of practices or product characteristics for food safety control involving biological, chemical, or physical hazards (e.g., extended shelf life, reduced oxygen packaging, fermented meat products, antimicrobial agents, chemical residues, foreign and natural objects).
  - Investigations into the best available technology for wastewater treatment prior to discharge to meet updated EGLE standards (e.g., nutrient uptake from crops receiving slaughterhouse or meat processor wastewaters)
- State licensing for inspected meat facilities or assistance for USDA-inspection upgrades of current facilities.
  - Strengthen existing procedures to provide technical assistance to existing firms wishing to become federally inspected and/or investigate procedures to develop a state-approved food safety system for custom slaughterhouses (e.g. checklist for custom slaughterhouses to evaluate current facility vs. what is required for USDA approved license, technical design service and funding for plant improvements, evaluate options for process wastewater disposal to satisfy current EGLE requirements)

# M-AAA 2025 Industry Priorities

*Shared priority of the MI Soybean Committee

## Michigan Milk Producers Association

- Alternative uses of milk
- Tar spot effects on corn silage
- Use of High Oleic Oil soybeans in dairy cattle diets
- Assistance with the dairy industry's sustainability efforts, including research on both feed and reproductive efficiency as it relates to sustainability.*
- Workforce development
- Research related to the HPAI virus in manure

## Michigan Pork Producers Association

- Emerging/Foreign diseases (e.g. H5N1, African Swine Fever) and implications for a secure pork supply.
- Consumer acceptance of production practices (research on alternative housing methods, castration/pain mitigation and animal care and handling) and strategies for enhancement of consumer image of swine industry.
- Environmental Issues (manure management, air quality, water availability, mortality management (large scale in relation to a disease or marketing challenge).
- Precision Farming as a means to labor shortages
- Antibiotic/Antimicrobial alternatives

# M-AAA 2025 Industry Priorities

*Shared priority of the MI Soybean Committee

## Michigan Sheep Producers Association

- Improving sheep production efficiencies emphasizing these focal areas: forage utilization, nutritional management, reproductive management, health programs, and development of new and refinement of existing production systems.*
- Development of tools to allow producers to track and improve production and sustainability metrics
- Producer education programs focused on flock expansion and improvement of production efficiencies including the involvement of producers in on-farm research.
- Producer education programs and applied research on the use of sheep in vegetation management of solar arrays.
- Identification of methods to improve product quality (meat, milk, wool)

## Department of Agriculture & Rural Development (MDARD)

- MI reportable animal diseases (including but not limited to the economics, biosecurity, pathogenesis, control, treatment, and prevention)
- Animal welfare (including but not limited to species standards, impact on health and public perception)
- Environmental sustainability (including but not limited to nutrient management, water quality, wastewater management, climate change, and regenerative agriculture)
- Emerging contaminants and diseases (including but not limited to evaluation of impact and risk to agriculture)

# M-AAA 2025 Industry Priorities

## Associate Members

- Associate members do not contribute directly to the determination of research priorities for the M-AAA grants programs, review of proposals or initial funding decisions.
- Priorities exclusive to associate members are not directly supported by the M-AAA grants program, but proposals addressing shared priorities are encouraged.

## Michigan Soybean Committee

- Maximize the value (biological and financial) of soybean meal in livestock nutrition and health including, but not limited to, bypass protein and amino acids.
- Utilization of livestock manure as a crop nutrient source – specifically, the effect of protein sources on nutrient composition of animal waste.
- Effect of protein sources in animal diets on meat quality, rate of gain, overall animal health and milk production.
- Increase the use of soybean products (meal, hulls, oil, etc.) in the animal agriculture industry.

# M-AAA Request for Proposals (RFP) 2025

- **Proposals due January 24th, 2025 by 5:00pm**

**Timeline:**

| | |
|---|---|
| December 9th, 2024 | Request for proposals released |
| **January 24th, 2025** | **Proposals due by 5:00 pm** |
| April 1st, 2025 | Notification of awards |
| June 1st, 2025 | Project funds available |
| May 31st, 2026 | Termination date for one-year projects |
| May 31st, 2027 | Termination date for two-year projects |

# M-AAA Request for Proposals (RFP) 2025

## Read the RFP Carefully!

- Page limits
- Letters of support – strongly encouraged
- Submission timeline (be aware of deadlines, submit on time)
- Request access to M-AAA Submission Portal early, if needed
- Provide clear budget with justification
  - **External leveraged resources should be non-quantitatively described in proposal, do not include in budget/budget justification**

## M-AAA Request for Proposals (RFP) 2025

- **Eligibility:**
  - PIs must be employed by MSU and hold a faculty/academic staff appointment (e.g. Assistant Professor, (Postdoc) Research Associate, Extension Educator, etc.)
  - No restrictions on other team members
  - Limited to a **total** of 2 Co-PIs or Co-Is, please include them in correct category on Cover Page
  - If you are Academic Staff (non-faculty), you do **not** need to submit a PI/Co-PI waiver request for this internal funding opportunity

# M-AAA Request for Proposals (RFP) 2025, cont.

- **Proposal Resubmissions**
  - If you previously submitted a proposal that was not selected for funding, may resubmit
  - Revised proposal must include a brief response to reviewer concerns and a description of corresponding changes to proposal

# M-AAA Request for Proposals (RFP) 2025, cont.

- **Project Continuations**
  - **If you have been previously funded by M-AAA**, include a brief statement relating to how the proposed study builds upon a previously funded M-AAA project.
  - In the M-AAA Proposal Submission Portal, choose previous funding year of related project from “Project Type” dropdown

# M-AAA Request for Proposals (RFP) 2025

- Proposals must state how activities will benefit MI Animal Agriculture and Michigan's economy, with emphasis on industry priorities
- Applicants encouraged to reach out to M-AAA industry stakeholders
- Contact information for M-AAA industry stakeholder representatives listed in RFP

# M-AAA Request for Proposals (RFP) 2025

- Be clear on industry relevance of proposed research
- Clearly state potential benefits to targeted commodity group(s) and/or animal agriculture industries in general
- Provide plans to disseminate results to relevant commodity groups (traditional journal articles alone is insufficient)
  - Media, public talks, popular press articles, community outreach, etc.
- Funding Categories:
  - Applied Research
  - Extension
  - Seed Funding

# M-AAA Request for Proposals (RFP) 2025

**Proposals for each program area should articulate the following:**

**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

# M-AAA Request for Proposals (RFP) 2025

## Extension:

- Relevance to animal agriculture industry priorities
- Utilization of a team of campus and field-based personnel, as feasible
- Technical merit and feasibility
- Current/future need for proposed activities
- How proposed programing will enhance commodity-specific or overall animal agriculture industries
- Partnerships between campus and field-based Extension personnel are critical to maximizing impact
  - Will be given strong consideration during review

# M-AAA Request for Proposals (RFP) 2025

## Seed Funding:

- Relevance to animal agriculture industry priorities
- Technical merit and feasibility
- How proposed activities will advance the development of highly competitive extramural grant proposal
- Timeline, target funding agency, and program for future extramural proposal submission

# M-AAA Request for Proposals (RFP) 2025

**Funding Scope:**

- **Applied Research:** One- or two-year duration, max budget request of $75,000/year
- **Extension:** One- or two-year duration, max budget of $40,000/year
- **Seed Grants:** One-year duration, max budget of $25,000

**Additional Budget Reminders:**

- Salary for faculty and academic staff not allowable (exception: Postdoc/Research Associate salary **is** allowed), **this includes costs to cover salary of non-MSU faculty collaborators**
- **Committed Cost Share/Match not allowable**; however, we do **strongly encourage** PIs to describe (non-quantitatively) any leveraged resources for the project within the text of the proposal.
  - Examples of leveraged resources may include (not limited to) in-kind support in form of reagents, sample testing/analysis; external support of grad student/postdoc fellowships, etc.
  - These leveraged resources should be included in the body of the proposal (see “Proposal Components” section of RFP)
  - Leveraged resources are taken into consideration during proposal review

# M-AAA Request for Proposals (RFP) 2025

**Proposal Components:**

1) Cover Page (use template from website, must be in lay terms appropriate for industry audience)
2) Problem statement and relevance to industry priorities
3) Objectives
4) Approach and feasibility
5) Anticipated results and impact
6) Industry partnering (include a non-quantitative description of leveraged resources) and scope
7) Timeline
8) Brief response to reviewer concerns and explanation of changes to proposal (revised proposals only)
9) Brief statement on relationship to any previously M-AAA funded proposal(s)

**These components (#2-#9) limited to 3 pages**

10) Budget (use new budget template for 2025; do not include match/cost share)
11) Brief budget justification
12) Literature Cited
13) Team qualifications (one-page vitae for each project member outlining qualifications to complete proposed research or extension activity)
14) Letters of industry support (highly encouraged)

# M-AAA Proposal Review Process & Evaluation Criteria

- Proposals reviewed by group of experts composed of MSU and commodity group representatives (ideally reviewers will not be seeking funding via the 2025 program, but may be applying to a different funding category)

- Proposals will be ranked within a category based on scoring criteria for final funding consideration

| Evaluation criteria | Applied Research | Extension | Seed Funding |
|---|---|---|---|
| Relevance to animal agriculture industry(s) and annual priorities, potential long-term impact | 20 | 20 | 30 |
| Technical merit and feasibility; | 30 | 20 | 50 |
| Investigator qualifications | 10 | 10 | - |
| Mechanisms to deliver research information generated to relevant commodity groups | 20 | 30 | - |
| Leverage of external and other resources; extent of partnering with Michigan animal agriculture industries | 20 | 20 | - |
| Plans for future extramural funding and the importance of seed funding to future success | - | - | 20 |

From M-AAA RFP 2025

# Proposal Submission Guidelines

- Proposals are to be submitted using the online portal https://www.canr.msu.edu/maaa/m-aaa-portal
- Additionally, a Proposal Development (PD) document must be routed through the MSU Research Administration/Kuali Research system.
  - Work with your unit administrators to develop and route PD
- Please use 11 pt. Arial font, 0.5-inch margins
- Attach proposal as a single PDF
- Budget template found at link above
  - Do not include matching/leveraged funds in budget template
  - Be sure you are using the most updated budget template

# M-AAA Proposal Submission Portal

https://www.canr.msu.edu/maaa/m-aaa-portal

- If you have never submitted to the M-AAA program or Project GREEEN, please submit user access form at link above
- Access form should be submitted ~3 weeks in advance of proposal submission due date – do this soon!
- User Guide for Proposal Submission Portal can be found at the link above

# M-AAA Proposal Submission Portal

# M-AAA Portal

## Funding Categories

Proposals must clearly state the potential benefits (economic or societal) of proposed research to targeted commodity group(s) and or animal agriculture industries in general. Sample sizes should be clear in proposal, where applicable and supported by power calculations. In addition, please communicate (in the proposal) specific plans for dissemination of results to the larger industry audience in Michigan to be qualified for funding consideration.
You may find more information about each funding category from the following tables.

Applied Research | Extension | Seed Funding

*** Funding Period**: up to two years.
*** Funding Amount**: limited to $75,000/year for a total max of $150,000.

*** Evaluation Criteria**

| No. | Evaluation Criteria | Score |
|---|---|---|
| 1. | Relevance to animal agriculture industry(s) and annual priorities, potential long-term impact | 20 |
| 2. | Technical merit and feasibility | 30 |
| 3. | Investigator qualifications | 10 |
| 4. | Mechanisms to deliver research information generated to relevant commodity groups | 20 |
| 5. | Leverage of external and other funding sources | 20 |

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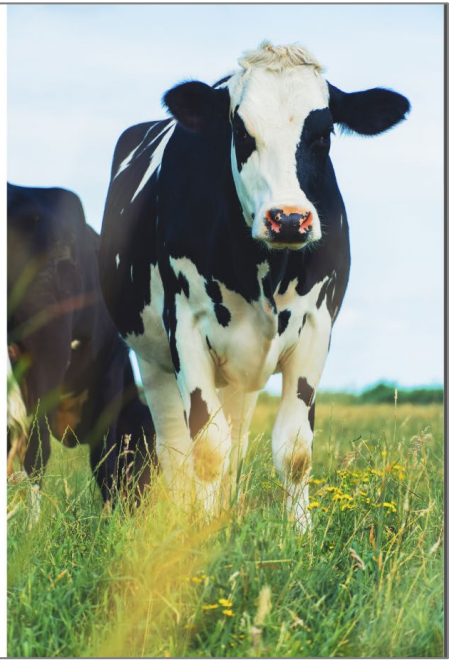
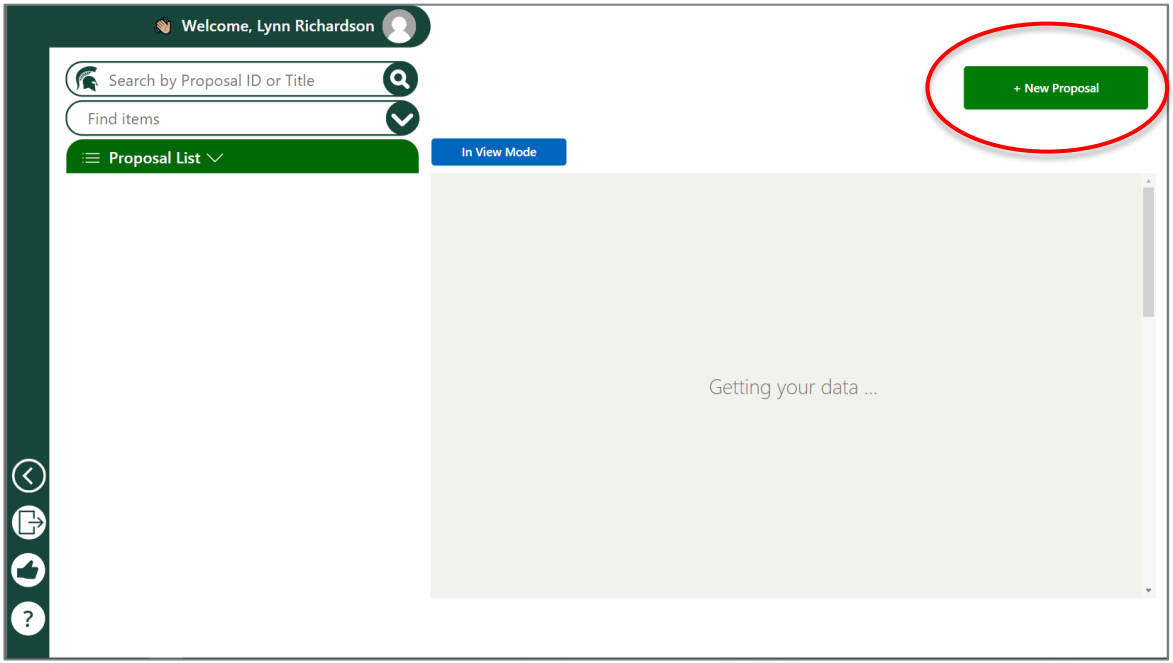
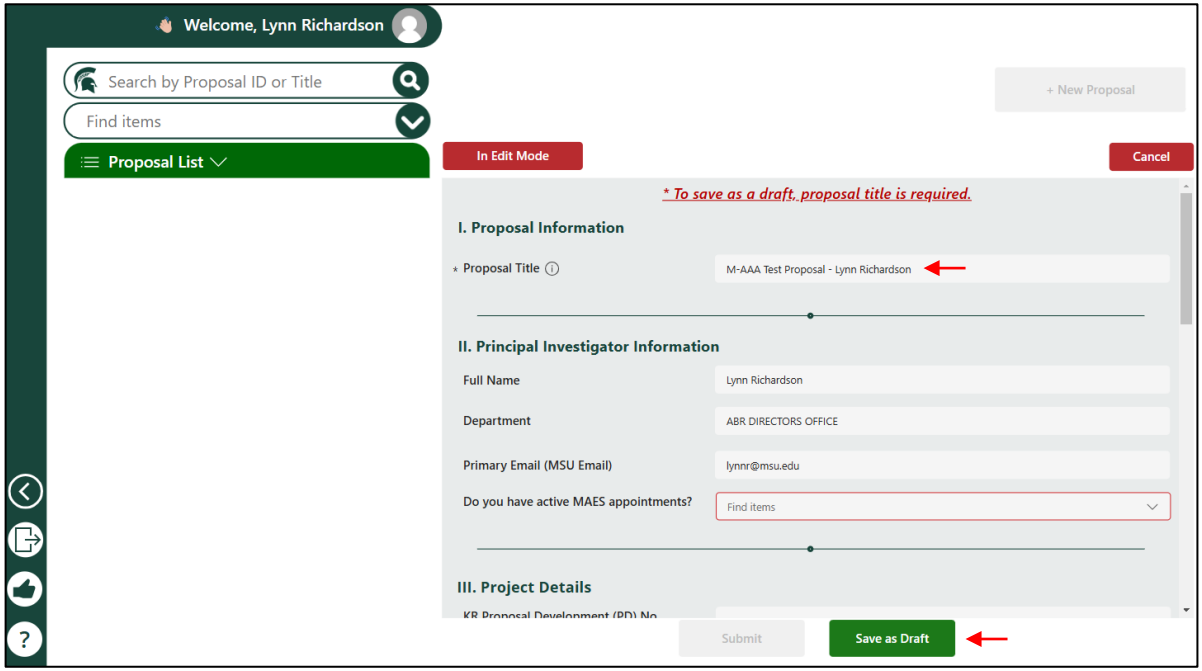
Go to Submit >



# M-AAA Portal


Welcome, Lynn Richardson
Search by Proposal ID or Title
Find items
Proposal List
+ New Proposal
In View Mode
Getting your data ...

# M-AAA Portal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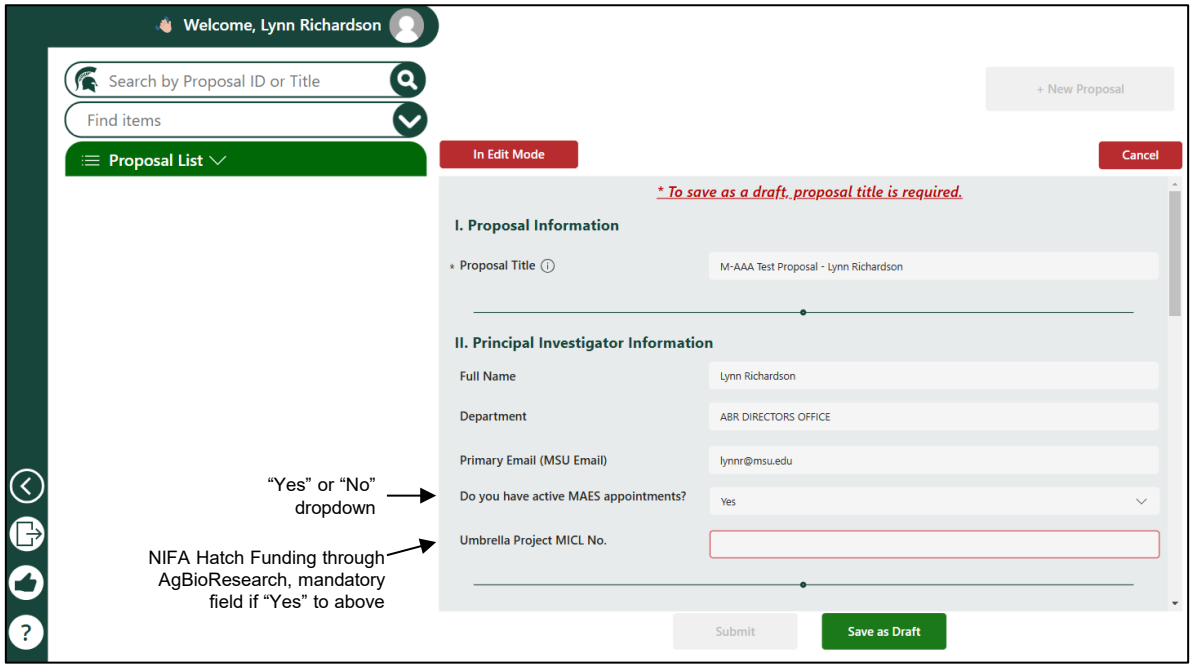
Find items
Proposal List
+ New Proposal
In Edit Mode
Cancel
* To save as a draft, proposal title is required.
I. Proposal Information
* Proposal Title
M-AAA Test Proposal - Lynn Richardson
II. Principal Investigator Information
Full Name
Lynn Richardson
Department
ABR DIRECTORS OFFICE
Primary Email (MSU Email)
lynnr@msu.edu
Do you have active MAES appointments?
Find items
III. Project Details
Submit
Save as Draft

# M-AAA Portal


Welcome, Lynn Richardson
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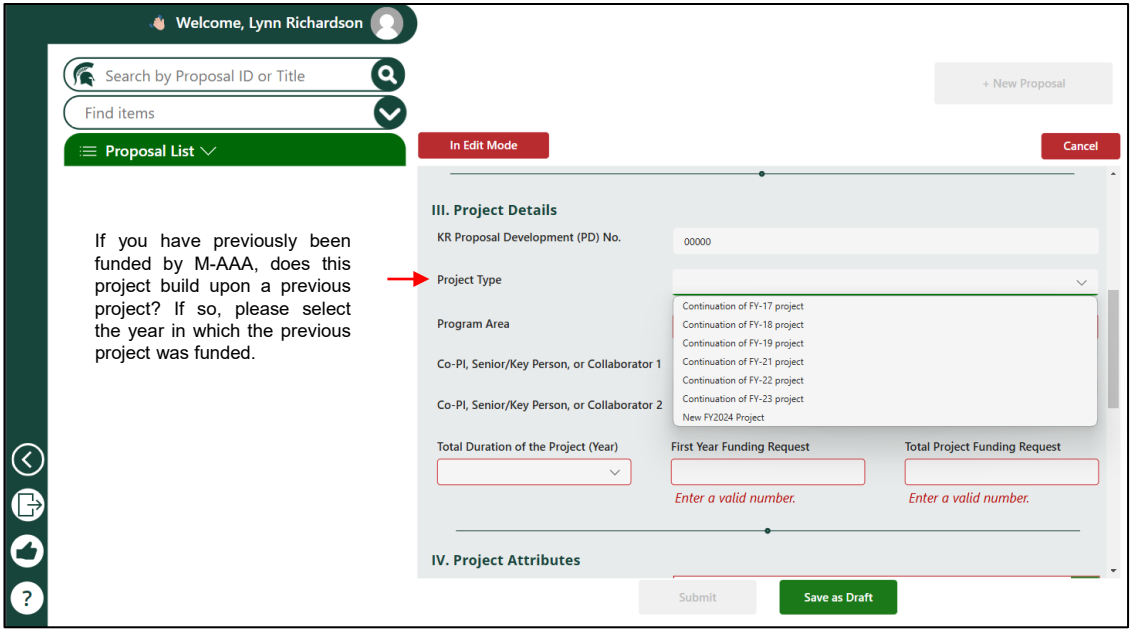
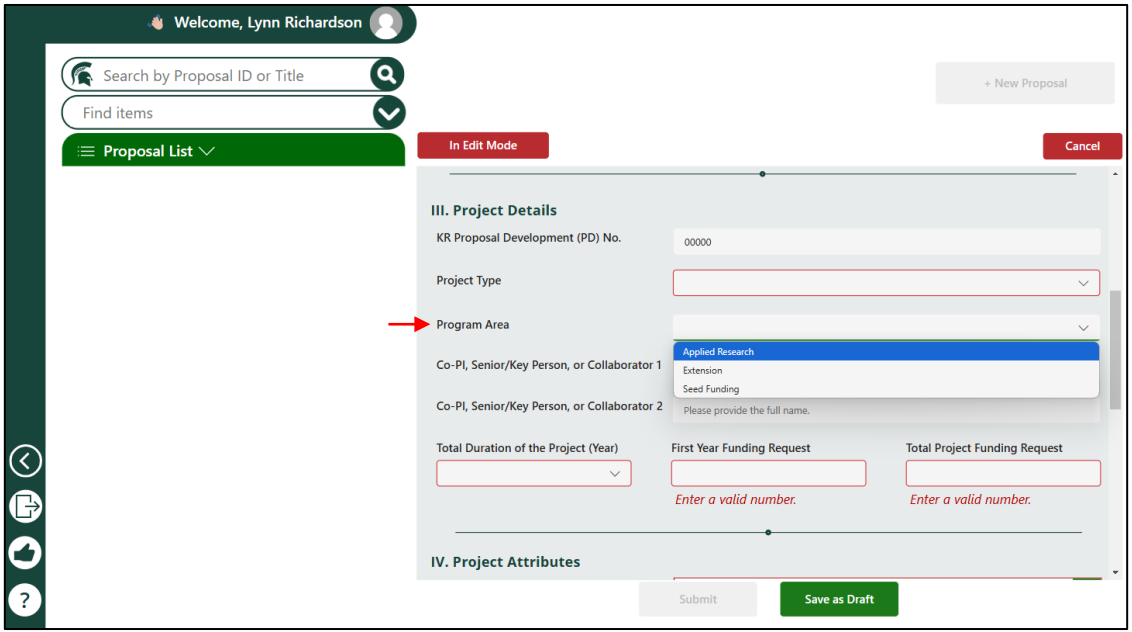
Find items
Proposal List
+ New Proposal
In Edit Mode
Cancel
* To save as a draft, proposal title is required.
I. Proposal Information
Proposal Title
M-AAA Test Proposal - Lynn Richardson
II. Principal Investigator Information
Full Name
Lynn Richardson
Department
ABR DIRECTORS OFFICE
Primary Email (MSU Email)
lynnr@msu.edu
Do you have active MAES appointments?
Yes
Umbrella Project MICL No.
Submit
Save as Draft
"Yes" or "No" dropdown
NIFA Hatch Funding through AgBioResearch, mandatory field if "Yes" to above

# M-AAA Portal

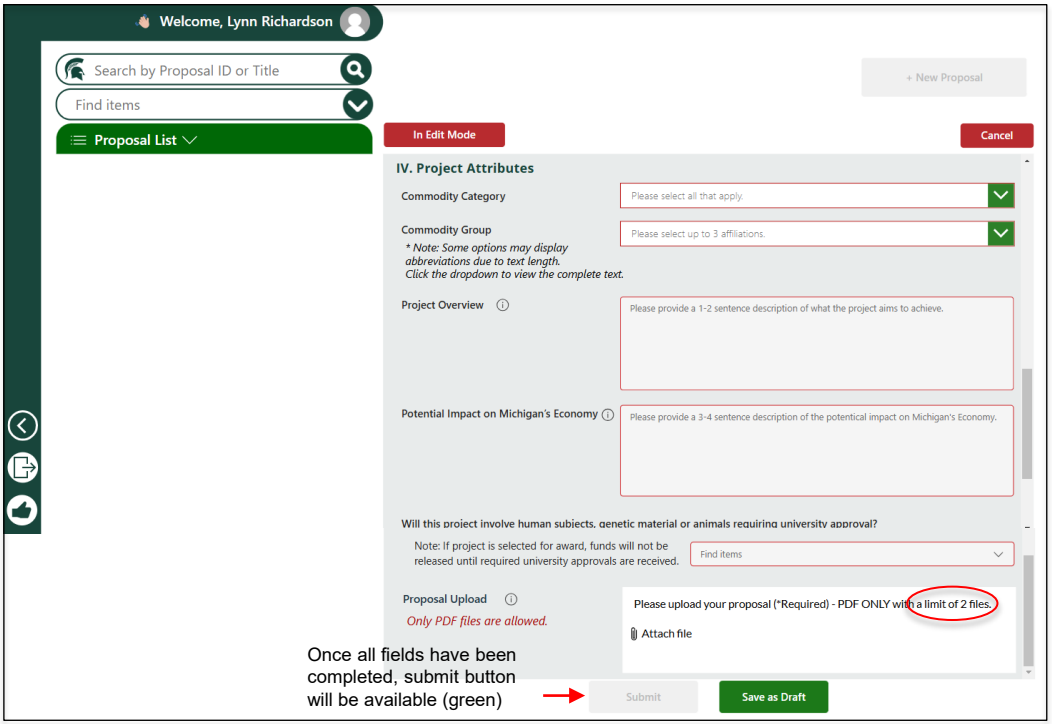



If you have previously been funded by M-AAA, does this project build upon a previous project? If so, please select the year in which the previous project was funded.

# M-AAA Portal


Welcome, Lynn Richardson
Search by Proposal ID or Title
Find items
Proposal List
+ New Proposal
In Edit Mode
Cancel
III. Project Details
KR Proposal Development (PD) No.
00000
Project Type
Program Area
Applied Research
Extension
Seed Funding
Co-PI, Senior/Key Person, or Collaborator 1
Co-PI, Senior/Key Person, or Collaborator 2
Please provide the full name.
Total Duration of the Project (Year)
First Year Funding Request
Total Project Funding Request
Enter a valid number.
Enter a valid number.
IV. Project Attributes
Submit
Save as Draft

# M-AAA Portal

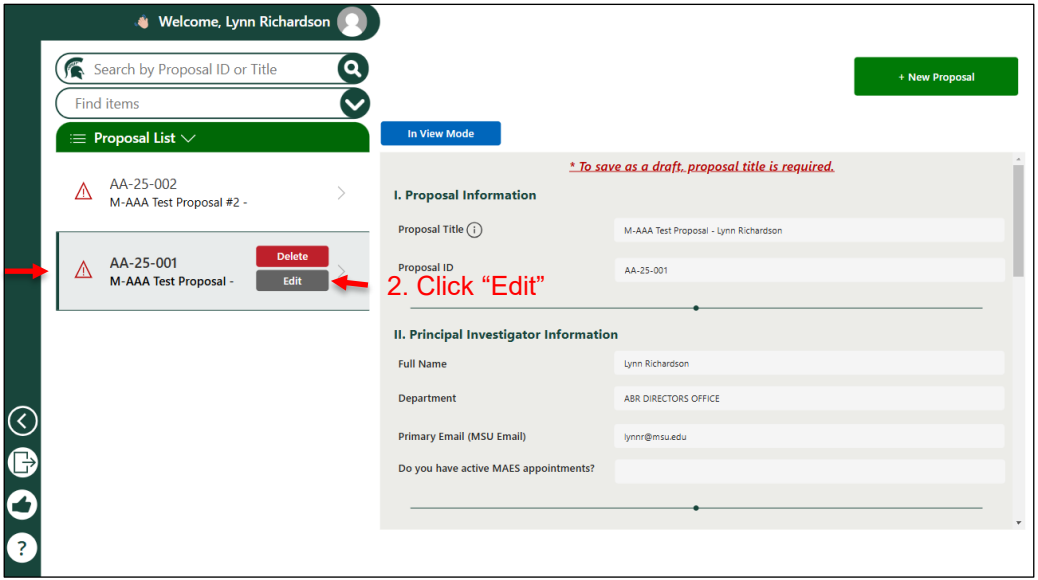



Once all fields have been completed, submit button will be available (green)

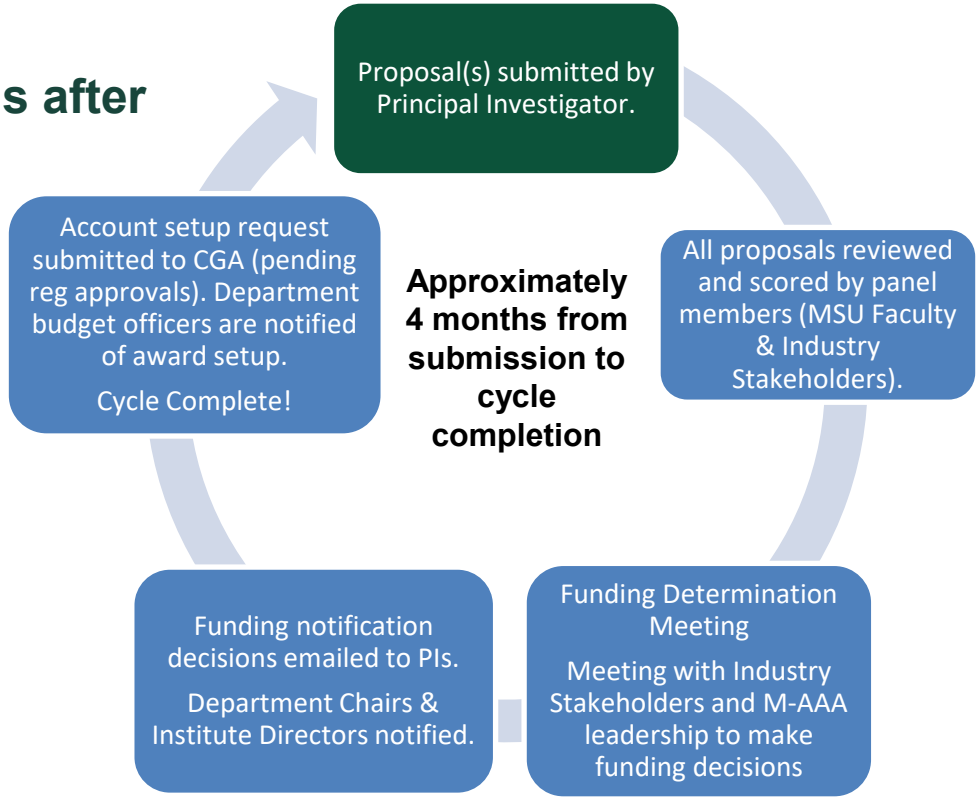
Please compile into 1 PDF!

# M-AAA Portal

## To access a saved proposal



# What happens after submission?



# Resources

**James Averill**
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**Lynn Richardson**
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**Jane Payumo & Steve Rajakumar**
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# Questions?