



## Michigan Apple Committee 2024/25 Request for Proposals

The Michigan Apple Committee (MAC) announces a call for research proposals for 2024-25!

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 MAC's mission, MAC and the research subcommittee established the following as its **charter**:

To help the Michigan Apple Committee realize its mission by enhancing the reputation of Michigan Apples, improve their share of sales in target markets and aid the profitability and sustainability of Michigan's apple industry.

### STRATEGIC RESEARCH PRIORITIES

Research subcommittee members evaluate and recommend research projects for final approval by MAC. The following are the 2024/25 priorities of MAC.

- Increase demand
- Improve quality and consistency
- Improve production efficiency & resilience
- Food safety

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.

## PROPOSAL GUIDELINES

Whether the proposal is a continuation of a current project or a new idea, researchers are requested to submit a new proposal. The proposal will be no more than five double-sided pages as outlined below, plus an attached cover sheet and budget. **You must use provided templates.**

- **Cover page:** Completed “MAC Cover Page” (enclosed) should be attached to your 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 proposal including notation of other funding sources from which you have received or applied for funds. **All proposals must contain a budget narrative on every line item in the budget. No exceptions will be allowed. Any proposals with no budget narrative will be denied review.**

## PROPOSAL SUBMISSION

Non-MSU proposals should be submitted electronically to Michigan Apple Committee at [Diane@MichiganApples.com](mailto:Diane@MichiganApples.com) by 5 p.m. EST on **Wednesday, January 15, 2025.**

MSU researchers should submit proposals electronically to Michigan State University AgBioResearch, by emailing to Sara Haller at [bolessar@msu.edu](mailto:bolessar@msu.edu) by close of business on **Wednesday, January 15, 2025.** MSU proposal development documents need to be submitted for this proposal. **TO ALL Michigan State University RESEARCHERS: Effective March 1, 2019, all submissions through MSU must be created through the KC system and fully routed by the sponsor deadline. As well, all budgets will be reviewed by OSP. Please work with your department budget officer to achieve this as no exceptions will be made.**

## PROPOSAL REVIEW AND PRESENTATIONS

Research subcommittee members will review proposals in February 2025, and make funding recommendations at that time. MAC will meet in March 2025 to discuss the recommendations and make final decisions on funding of projects. **Researchers may be asked to make a brief presentation or answer questions at either meeting.**

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

Evaluation Criteria:

- Relationship to MAC mission 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 MAC on September 15, 2025.
  - The final 25% of the allocated annual funds will be released after a satisfactory final written report is received; poster is prepared for Expo and a project synopsis of proper length and all content and newsletter article is presented to MAC.

## FUNDING CONDITIONS

- A printed research report and presentation are due to MAC's research subcommittee during the Great Lakes Fruit, Vegetable, and Farm Market Expo in December 2025. Printed reports and presentations must be sent to MSU AgBioResearch by Friday, November 15, 2025 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.
- 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 2025. This poster should be delivered to the Great Lakes Expo.
- 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 December 12, 2025. This must be received before the Christmas holiday.
- 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. The Michigan Apple Committee logo should be used whenever possible. Please be sure to use the correct logo.

Please contact Diane Smith, Executive Director of the Michigan Apple Committee with any questions, (517) 669-8353 or [Diane@MichiganApples.com](mailto:Diane@MichiganApples.com). MSU researchers may contact Sara Haller at 517-353-1328 or [bolessar@msu.edu](mailto:bolessar@msu.edu).