

Michigan Alliance for Animal Agriculture Informational Webinar for Academic Researchers

January 22nd, 2024



Welcome!

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



Outline

- Welcome and introductions
- History and vision of M-AAA
- Impacts of M-AAA
- Industry priorities 2024
- Review of 2024 Request for Proposals (RFP)
- Proposal review process
- Proposal submission process
- Q & A



Questions during Webinar

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

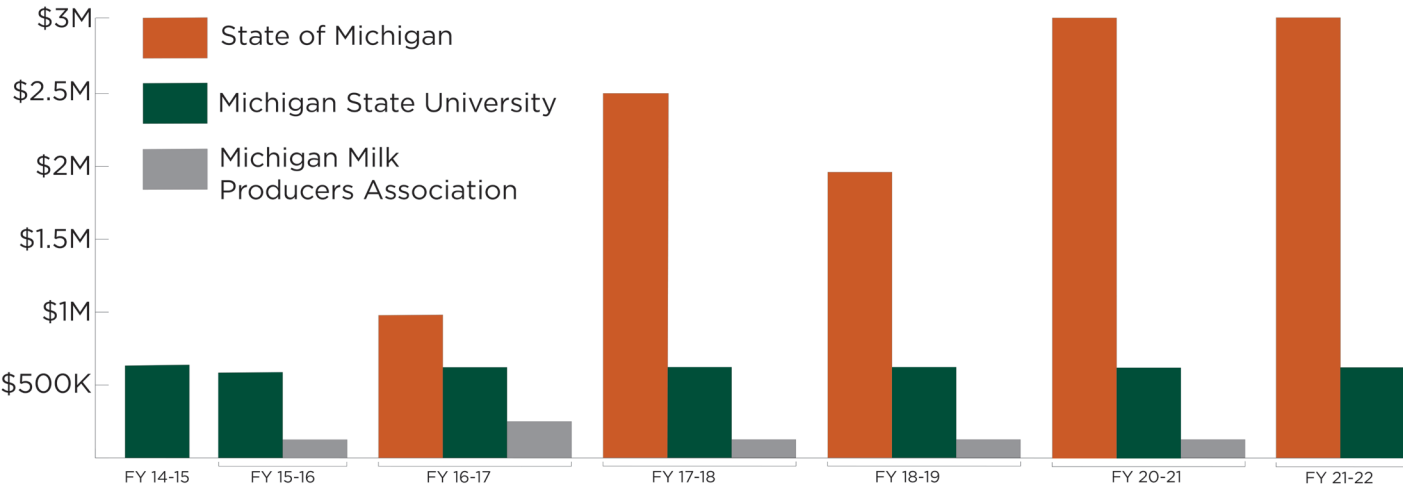


History and Vision of M-AAA

- M-AAA is a partnership among MI animal agriculture industries, MDARD, MSU (CANR, CVM, AgBioResearch, MSU-E)
- Focused on advancement of MI animal agriculture economy
- Competitive grant funding starting in 2015 for research starting in 2017
- 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 Breeders Association
 - MI Soybean Promotion Committee



Impacts of M-AAA



<https://www.canr.msu.edu/maaa/about>



Industry Priorities 2024



MICHIGAN STATE UNIVERSITY

Search...



Michigan Alliance for Animal Agriculture

About

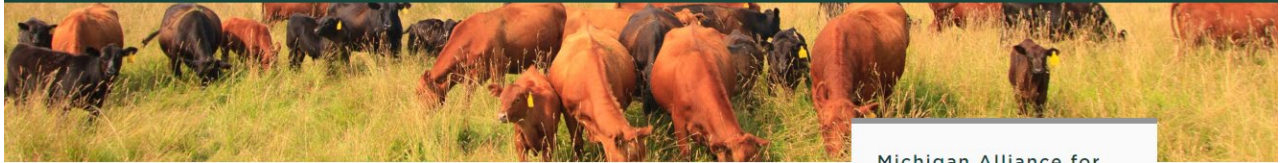
RFP & Templates

M-AAA Portal

Projects

M-AAA Annual Report

Contact



RFP & Templates

- [2024 M-AAA RFP](#)
- [2024 M-AAA Industry Stakeholder Priorities](#) ←
- [M-AAA Proposal Cover Page](#)
- [M-AAA Proposal Budget Template](#)
- [M-AAA Portal Access Form](#)
 - A [new submission portal](#) is being used for the 2024 program. If you are new to MSU, the M-AAA program or would like access to previously submitted proposals, this form must be submitted to access the portal. Ideally, this will be completed 3-4 weeks in advance of the proposal submission due date.
- [M-AAA Portal User Guide](#)

Michigan Alliance for Animal Agriculture

[About](#)[RFP & Templates](#)[M-AAA Portal](#)[Projects](#)[M-AAA Annual Report](#)[Contact](#)

Michigan Allied Poultry Industries

- Overarching Priorities
 - Avian Diseases: causes, treatment, prevention (e.g. a killed hepatitis vaccination)
 - Avian Nutrition: all species, throughout life cycle.*
 - Remedy for e.coli in runoff - remediation options
 - Causes of piling in birds
- Egg Layer Priorities
 - Cage-free/aviary management: vaccine improvement, bird health, bacterial and parasitic challenges, floor eggs.
 - Lighting research for cage free aviaries
- Turkey & Broiler Priorities
 - Antibiotic management and NAE alternatives.
 - Skin and tissue issues: clostridia dermatitis, etc.

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).



Michigan Farm Bureau

- Development of new animal health protection tools and expanded role of vaccines in disease protection.
- Workforce development and education: Training for jobs and careers in animal agriculture.
- Effective tools and preparedness to deal with current and emerging diseases.
- Development of new tools to enhance food safety.
- Enhancement and growth of the Michigan meat packing and dairy processing industries
- 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.



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)



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

Michigan Pork Producers

- Emerging/Foreign diseases (e.g. porcine epidemic diarrhea virus, 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)).
- Farm innovation to compensate for limited labor.



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)

Michigan 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 conservation, and climate change)
- Emerging contaminants and diseases (including but not limited to evaluation of impact and risk to agriculture)

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) 2024

- Proposals due February 26th, 2024 at 5:00pm

Timeline:

January 8, 2024

Call for proposals released

February 26th, 2024

Proposals due by 5:00 pm

May 16, 2024

Notification of awards

June 1, 2024

Project funds available

May 31, 2025

Termination date for one-year projects

May 31, 2026

Termination date for two-year projects



M-AAA Request for Proposals (RFP) 2024

Read the RFP Carefully!

- Page limits
- Letters of support
- Submission timeline (be aware of deadlines, submit on time)
- Define roles of each investigator
- Provide clear budget with justification



M-AAA Request for Proposals (RFP) 2024

- Eligibility:
 - PIs must be employed by MSU
 - PIs must 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
- Proposal Resubmissions
 - If 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) 2024

- 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) 2024

- 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)
- Funding Categories:
 - Applied Research
 - Extension
 - Seed Funding



M-AAA Request for Proposals (RFP) 2024

Proposals 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) 2024

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) 2024

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) 2024

Funding Scope

- **Applied**
 - 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
- **Note:** Salary for faculty and academic staff unallowable
(Exception: Postdoc/Research Associate salary is allowed)



M-AAA Request for Proposals (RFP) 2024

Proposal Components:

- 1) Cover Page – see template on M-AAA website, proposal summary (250 words) must be in lay terms 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 (including cost share) and scope
- 7) Timeline
- 8) Brief response to reviewer concerns and explanation of changes to proposal (resubmissions only)
- 9) Budget (use budget form on website)
- 10) Brief budget justification
- 11) Literature cited
- 12) Team qualifications (one-page vitae for each project member outlining qualifications to complete proposed research or extension activity)

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



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 2024 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 funding sources; extent of partnering with Michigan animal agriculture industries	20	20	-
Plans for future extramural funding and importance of seed funding to future success	-	-	20

From M-AAA RFP 2024



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
- PDF attachments only!
- Budget template found at link above



M-AAA Portal

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

- If you have never submitted to the M-AAA program or Project GREEN, or would like a copy of previously submitted proposals, will need to fill out access form (can be found at link above)
- Access form should be submitted 3-4 weeks in advance of proposal submission due date – do this soon!
- Portal User Guide can be found at link above



M-AAA Portal

Michigan Alliance for Animal Agriculture (M-AAA)

Welcome

Introducing the **New M-AAA Portal!**

The M-AAA is a partnership between Michigan animal agriculture and allied industries, the Michigan State University (MSU) College of Agriculture and Natural Resources, MSU College of Veterinary Medicine, MSU AgBioResearch, MSU Extension and the Michigan Department of Agriculture and Rural Development focused on the advancement of Michigan's animal agriculture economy.

For assistance and/or issues using this Portal, please contact ABR.Research.Admin@msu.edu.
Otherwise, please contact the program manager at lynmr@msu.edu.



Login as Principal Investigator



Login as Reviewer



Login as Admin

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.

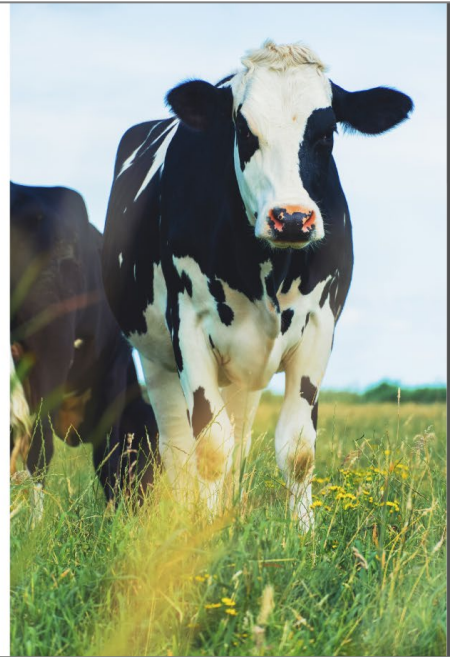
* **Funding Amount:** limited to \$75,000/year for a total max of \$150,000.

* **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

[< Back to Main Page](#)

[Go to Submit >](#)



M-AAA Portal

The screenshot displays the M-AAA Portal interface. At the top, a dark green header contains the text "Welcome, Lynn Richardson" next to a user profile icon. Below this is a search bar with the placeholder text "Search by Proposal ID or Title" and a magnifying glass icon. Underneath the search bar is a "Find items" section with a downward arrow icon. A green navigation bar contains a hamburger menu icon and the text "Proposal List" with a downward arrow. To the right of this bar is a blue button labeled "In View Mode". In the top right corner, a green button labeled "+ New Proposal" is circled in red. The main content area is a light gray rectangle with the text "Getting your data ..." centered inside. On the left side of the interface, there is a vertical sidebar with four circular icons: a left arrow, a square with a right arrow, a thumbs up, and a question mark.

M-AAA Portal

Welcome, Lynn Richardson

✓

+ New Proposal

☰ Proposal List ▾

⚠

AA-24-002
M-AAA Test Proposal 2

>

⚠

AA-24-001
M-AAA Test Proposal 1

>

In Edit Mode
Cancel

* To save as a draft, proposal title is required.

I. Proposal Information

* Proposal Title ⓘ Title cannot be blank.

II. Principal Investigator Information

Full Name

Department

Primary Email (MSU Email)

Do you have active MAES appointments?

Umbrella Project MICL No.

Submit
Save as Draft

←
📄
👤
?



IV. Project Attributes

Commodity Category

Please select all that apply.



Commodity Group

Please select up to 3 affiliations.



** Note: Some options may display abbreviations due to text length. Click the dropdown to view the complete text.*

Project Overview ⓘ

Please provide a 1-2 sentence description of what the project aims to achieve.

Potential Impact on Michigan's Economy ⓘ

Please provide a 3-4 sentence description of the potential impact on Michigan's Economy.

Will this project involve human subjects, genetic material or animals requiring university approval?

Note: If project is selected for award, funds will not be released until required university approvals are received.

Find items



Proposal Upload ⓘ

Only PDF files are allowed.

Please upload your proposal (*Required) - PDF ONLY with a limit of 2 files.

📎 Attach file

Submit

Save as Draft



M-AAA Portal

Welcome, Lynn Richardson

Search by Proposal ID or Title

Find items

Proposal List ▼

- ⚠ AA-24-002
M-AAA Test Proposal 2 >
- ⚠ AA-24-001
M-AAA Test Proposal 1 >

+ New Proposal

In Edit Mode

Cancel

* To save as a draft, proposal title is required.

I. Proposal Information

* Proposal Title ⓘ Title cannot be blank.

II. Principal Investigator Information

Full Name

Department

Primary Email (MSU Email)

Do you have active MAES appointments?

Umbrella Project MICL No.

Submit

Save as Draft



M-AAA Portal

Welcome, Lynn Richardson

+ New Proposal

Proposal List

In View Mode

AA-24-002
M-AAA Test Proposal 2

Delete

Edit

AA-24-001
M-AAA Test Proposal 1

* To save as a draft, proposal title is required.

I. Proposal Information

Proposal Title

Proposal ID

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Full Name

Department

Primary Email (MSU Email)

Do you have active MAES appointments?

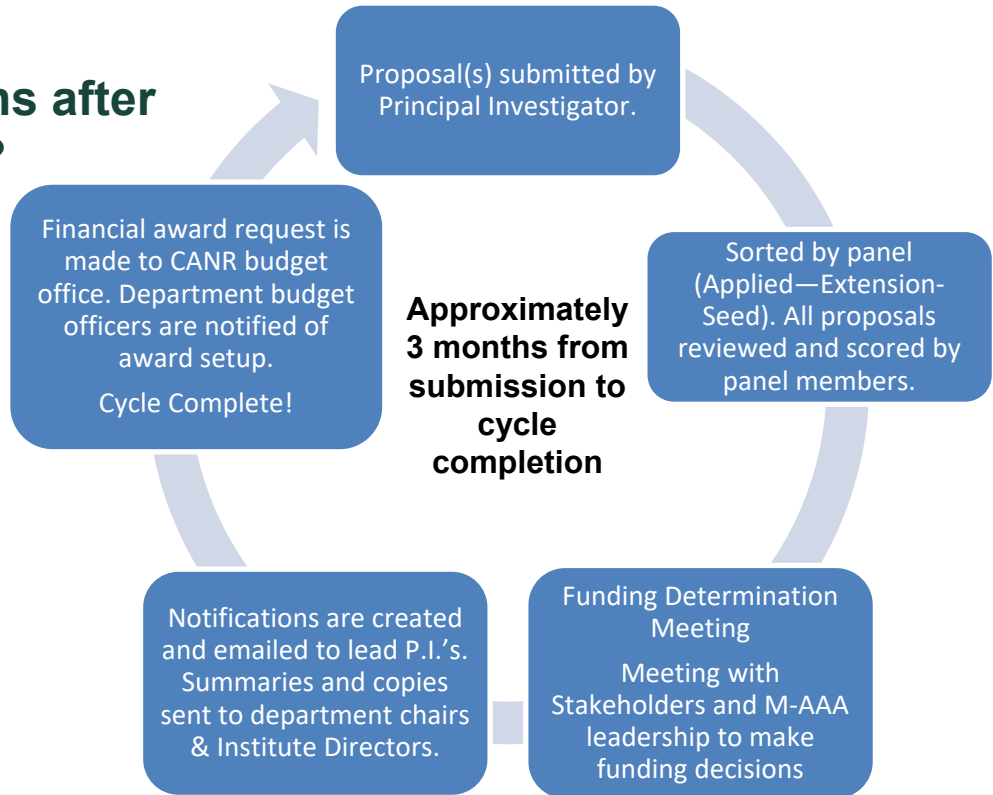


M-AAA Portal

The screenshot displays the M-AAA Portal interface. At the top, a user profile for Lynn Richardson is shown. Below this is a search bar for Proposal ID or Title and a 'Find items' button. A '+ New Proposal' button is located in the top right. The left sidebar contains a 'Proposal List' section with two entries: 'AA-24-001 M-AAA Test Proposal 1' and 'AA-24-002 M-AAA Test Proposal 2'. The main content area is in 'In Edit Mode' and contains several sections: 'Project Overview' with a description field, 'Potential Impact on Michigan's Economy' with a description field, a question about human subjects approval with a dropdown menu set to 'No', and a 'Proposal Upload' section with a file named 'Richardson MAAA Proposal BLANK.pdf' and an 'Attach file' button. A red circle highlights the 'Submit' button at the bottom of the form, next to a 'Save as Draft' button.



What happens after submission?



Resources

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Ron Bates

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Lynn Richardson

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Jane Payumo & Celine Yim

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Questions?

