



Growers and agri-businesses **working together** to become **global leaders** in soybean yields.

Be a Part of This Premier Event for the 2010 Growing Season!

As a team sponsor, you will recruit your own team(s) to accept this Yield Challenge!

Each team will test their soybean production skills and compete with other teams to achieve the goal of Yield Challenge CHAMPION. Winning team members can earn cash awards and other prizes... and sponsors benefit, too!

Benefits and Value-Added Opportunities of Sponsorship

As an official sponsor, you will benefit from this contest in several ways:

- Establish a meaningful, ongoing working relationship with valued customers, potential customers or students by working toward a common goal.
- Acquire useful field data and cropping history to provide additional education of current and potential customers or students. (Only highest yielding team information will be published, and any team may opt not to publicly disclose their participation, allowing ISA to capture the most data possible from all teams.)
- Be recognized as a Yield Challenge 2010 Sponsor at ISA farm shows; the Illinois Commodity Conference; various blogs, websites and newsletters; and ISA's magazine, *Illinois Soybean Review*, which is mailed to more than 30,000 growers and industry professionals.
- Be a part of this multi-year effort to increase soybean yield in Illinois and to maximize farmer profitability and investments in soybean production research.

Sponsor Entry Fee

The entry fee for each team you sponsor is \$1,200. Special offer for Grower Team Yield Challenge sponsors: If you sponsor teams in all nine districts, the total entry fee will be \$10,000, which is a savings of \$800.



PRODUCING RESULTS

Two Different Challenges Will Take Place

Grower Team Yield Challenge 2010

The state of Illinois will be sectioned into nine Yield Challenge districts, with each district holding its own challenge for teams of growers. Sponsors can select the districts they wish to target.

Student Team Yield Challenge 2010

Collegiate and FFA teams are invited to participate.



Grower Team Yield Challenge



Purpose

1. To reveal the management practices necessary to maximize soybean yields.
2. To encourage use of new crop management strategies that help reach higher levels of yield and profit potential.
3. To provide useful data that can be evaluated by researchers, agri-businesses, and growers for improving yield potential.
4. To promote profitable and sustainable agricultural practices.

Eligibility

- A grower (owner-operator, tenant, or tenant-landlord team) who produces soybeans within Illinois state boundaries is eligible.
- Growers participate as team members. Teams can be supported by a sponsor or can be independent (non-sponsored).

How the Challenge Works

The Yield Challenge seeks to reward top soybean growers and identify the innovative management practices used to produce the highest soybean yields across Illinois. Working together, Illinois growers can lead in soybean yield and production in the United States.

- Illinois is sectioned into nine Yield Challenge districts, and winners are identified in each district. There is no overall state winner.
- The mission is to bring together teams of growers (5 to 10 growers per team) to strategize and implement innovative management practices.
- Teams can be sponsored by businesses, or teams can be independent (non-sponsored).
- Each grower on a team sets up side-by-side plots. One plot receives the grower's normal management practices, and the Challenge plot receives the innovative, high-yield strategies. All production practices are recorded and reported.
- At harvest, all team members conduct a yield check. For each team, the average of the five highest yielding plots is used to determine the final Challenge yield for each team. The teams with the highest average yield in each of the nine districts are recognized.

Awards/Recognition

- 1st Place Team Award - \$500*
- 2nd Place Team Award - \$250*
- Economic Development Award
- Data Completion Award
- Novel Practices Award
- Innovation In Electronic Data Collection

Winning teams in each district will be recognized.

* For each team member

Everyone Receives Something

- Soil testing for nutrients in all plots.
- Soil analyses for Soybean Cyst Nematode egg counts and SCN Type testing.
- The Yield Challenge also provides protein and oil analyses of grain samples taken from all harvested plots.

What you need to do for the 2010 Soybean Yield Challenge

- Participants are required to set up two plots for entry into the Yield Challenge. These plots must be adjacent to each other. The plot GPS coordinates must be reported to the Yield Challenge officials by July 1, 2010. The two side-by-side plots should be located on ground that is as similar as possible in order to effectively compare and identify strategies that may contribute to yield increase.
- Participants grow the same variety of soybeans in each plot and plant the plots on the same day.
- One five-acre plot is designated as the “Check plot,” in which no novel treatments are performed and soybeans are grown as they normally would be grown by the participant (See Figure #1).
- The other five-acre plot is designated as the “Yield Challenge plot,” in which growers use an innovative treatment or set of treatments that could enhance yield (See Figure #1).
- Participants are required to keep records of management practices for both the Check (normal practice) and Yield Challenge plots. Participants must provide routine crop scouting records and all crop management records throughout the season for both the Check and Yield Challenge plots.



2 Side-By-Side Plots

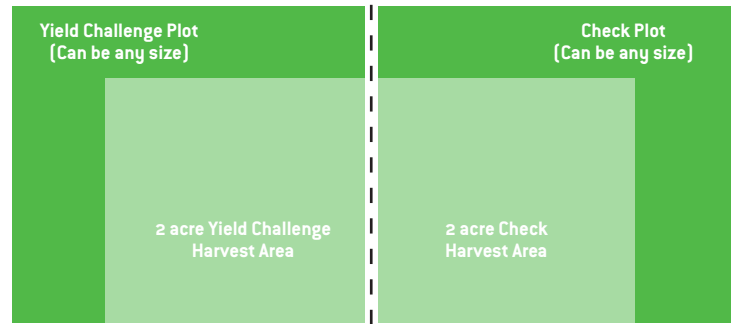


Figure #1. Example layout of a Yield Challenge field and the two-acre harvest areas for each plot.

- In order to determine accurate yield estimates, each participant must select a two-acre harvest area from each five-acre plot. The harvest area can be designated in various ways as long as a minimum of two acres is harvested. For example, if using a 30-foot-wide header, then eight swaths of 363 feet long each to total two acres can be harvested (See Figure #1).



- Harvest operations must be witnessed by one or more harvest supervisors and be calculated on the basis of No. 1 soybeans corrected to 13% moisture, then converted to bushels per acre.
- Any management used by participants in the Yield Challenge cannot violate any State, Federal or local laws. Participants who fail to comply lawfully and/or ethically as determined by a Yield Challenge review panel are ineligible for further participation or awards.



Student Team Yield Challenge

Who Can Participate

Students, community colleges, faculty and other academic professionals may participate. Yields, cropping history, and production information will be included in the Yield Challenge 2010 management summary.

- **Colleges**

Universities and community colleges located in Illinois are challenged to produce the highest yielding soybeans. The team with the highest percent yield increase over their local county average will win cash awards for their school. Each team receives a certificate of participation.

- **FFA Chapters**

FFA chapters located in Illinois are challenged to produce the highest yielding soybeans. The team with the highest percent yield increase over their local county average will win cash awards for their chapter. Each team receives a certificate of participation.

Awards/Recognition

1st Place FFA award – \$1,000

2nd Place FFA award – \$500

1st Place College Award – \$1,000*

2nd Place College Award – \$500*

Economic Development Award

Data Completion Award

Novel Practices Award

Innovation In Electronic Data Collection

Winning teams in each district will be recognized.

Plus other rewards and recognition for your participation and achievement!

*Presented to winning school's agricultural department

Requirements for Participation

- Each participating team needs a minimum of two two-acre plots, which will be harvested for the Challenge. The plots can be on privately or publicly owned land.
- **The Illinois Soybean Association pays the entry fee for student teams.**



**Earn Cash Awards
and Other Prizes!**

Sponsor Application Form

Step 1 – Check one of the following options:

My company will participate in the **Grower Team Yield Challenge 2010** by sponsoring a team in each district checked below:

District 1 District 4 District 7
 District 2 District 5 District 8
 District 3 District 6 District 9

My organization (university/college/FFA chapter) will participate in the **Student Team Yield Challenge 2010** by sponsoring the number of teams checked below:

1 team 2 teams 3 teams
 More than 3 teams (indicate number: _____)

Step 2 – Provide your contact information:

Name: _____

Company or Organization Name:

Street Address: _____

City: _____

State: _____ Zip: _____

Phone: (_____) _____ Fax: _____

Email: _____

Step 3 – Calculate your total fee (payable by check or money order):

Sponsorship of _____ 5 to 10 member grower teams (insert a number) x \$1,200 per team
= \$_____ total fee.

Sponsorship of nine 5 to 10 member grower teams (one in each Yield Challenge district noted above)
= \$10,000 total fee.

The Illinois Soybean Association will cover fees for student teams.

I understand that a harvest supervisor who will verify yield results must be identified by our team(s) and authorized by the Illinois Soybean Association prior to harvest.

I hereby certify the information provided on this entry form is accurate to the best of my knowledge and agree all Challenge information shall become the property of the Illinois Soybean Association and can be used at the discretion of sponsors.

Signature of Sponsor Applicant:

_____ Date: _____

Deadline April 15, 2010

Instructions

Complete this form, then mail it along with your total entry fee (check or money order made out to the Illinois Soybean Association) to the following address:

Illinois Soybean Association
1605 Commerce Parkway
Bloomington, IL 61704

Deadline: Your entry form and fee must be received by April 15, 2010.

PLEASE NOTE: Plot location and details will be verified by a designee of the Illinois Soybean Association prior to planting.

Challenge Administration

Yield Challenge 2010 is administered by the Illinois Soybean Association, with the assistance of the University of Illinois Extension. Extension specialists; researchers from the University of Illinois at Urbana-Champaign, Southern Illinois University, Illinois State University and Western Illinois University; and crop inspectors may serve as harvest supervisors and assist with data collection.

Challenge Rules

Yield Challenge fields must be located in Illinois. Challenge winners agree to allow the Illinois Soybean Association and its cooperators and sponsors to use production data for promotional or educational materials, as well as activities and events.

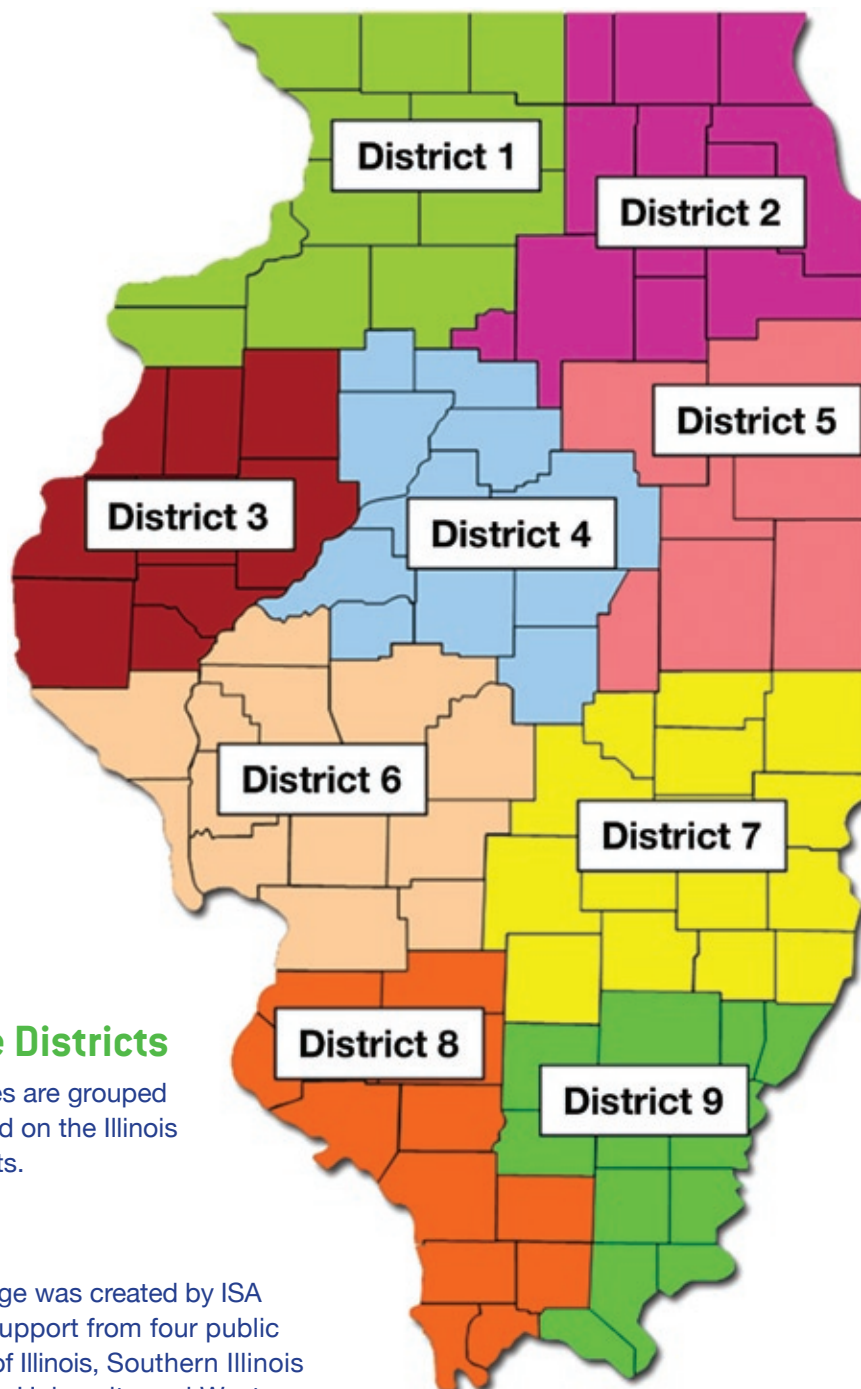
If you have questions about this entry form, please contact the Illinois Soybean Association by calling toll free: 888-826-4011.

Team Captain Training

Training will be available to help team captains enter their data and to provide tips on how to maximize their experience.

Sign up online at
www.soyyieldchallenge.com

Follow us on Twitter!
<http://twitter.com/ilsoyyield>



Yield Challenge Districts

The 102 Illinois counties are grouped into nine districts based on the Illinois Crop Reporting Districts.

The 2010 Yield Challenge was created by ISA with participation and support from four public universities, University of Illinois, Southern Illinois University, Illinois State University and Western Illinois University, as well as the National Soybean Research Laboratory.



www.ilsoy.org

PRODUCING RESULTS

Funded by the soybean checkoff.

