



About the Great Lakes YEN

The Great Lakes YEN is a groundbreaking, cross-border collaboration that connects farmers with agronomists, academics, extension specialists, agricultural organizations, and more, to analyze, measure, and understand yield potential and the actual yield of a given field.

The goal is to learn more about specific crop and field characteristics that could spotlight opportunities for closing the yield gap.

Who is leading the Great Lakes YEN?

The Great Lakes YEN project is being spearheaded by Grain Farmers of Ontario, Michigan Wheat Program, Michigan State University, OMAFRA, and University of Guelph.

Our project will analyze yield potential of a farmer's field and benchmark against peer farmers' fields to help identify potential yield limiting components.

We will collect and analyze:

- Agronomic and management data
- Soil samples
- Tissue samples
- Grain composition
- Weather and soil data

Growers will receive a detailed analysis of the growing year in a final benchmark report for their specific field. Recognition will be given to the farmer achieving the highest percentage of potential yield.

About the YEN

The Yield Enhancement Network (YEN) is a concept that originated with ADAS in the U.K. as a way to help local farmers better understand their actual and potential yields and learn what is limiting achieving that potential. Spanning YEN projects, there are now several countries and many crops, including wheat, oats, edible beans, and potatoes. The Great Lakes YEN is linked to this broader global network of YENs.

Partnership Opportunities

The Great Lakes YEN is seeking partners at various levels to support the program and our farmer participants. Partners can choose from a range of sponsorship levels as well as the region(s) they wish to sponsor (Ontario and/or Great Lakes region of the U.S.). Both geographies have their regional costs that need to be covered and will be operating in their local currency. Sponsorship rates are per region (Ontario vs. Great Lakes region, U.S.).

2023 SPONSORSHIP LEVELS

	DIAMOND \$10,000+*	PLATINUM \$7,500*	GOLD \$5,000*	SILVER \$2,500*	SUPPORTER \$750*
Special projects are negotiable, contact us for more opportunities	✓				
30 second video (created by Sponsor) posted on Great Lakes YEN social media accounts and sent out to participants by email	✓				
Opportunity to present at the YEN wrap-up meeting to participants (5 minutes)	✓				
2 thank you plugs on social channels (1 each at start and end of season) 1 mid-season plug with product information (sponsor choice on timing), Twitter and Facebook	✓	✓			
Opportunity to present in front of the YEN participants at the kick-off meeting (10 minutes)	✓	✓			
Recognition in the bi-annual newsletter	✓	✓			
Representation on the sponsorship review panel	✓	✓	✓		
Opportunity to include gift items at YEN wrap-up meeting	✓	✓	✓		
Opportunity to set up booth at yearly YEN wrap-up meeting (if in person)	✓	✓	✓		
Attendance to the yearly YEN wrap up meeting (2 attendees)	✓	✓	✓	✓	
Recognition at yearly YEN wrap up meeting	✓	✓	✓	✓	
Inclusion of promotional material to be included in the YEN grower registration package before season begins (Silver may include 1 swag or document type item, Gold, Platinum, and Diamond may include 1 swag and 1 document type, if appropriate)	✓	✓	✓	✓	
Logo on sponsor page of website	✓	✓	✓	✓	✓
Logo in the YEN report to growers	✓	✓	✓	✓	✓
Biannual update on how your sponsorship dollars are helping the program.	✓	✓	✓	✓	✓
Copy of the YEN wheat crop summary report for the year	✓	✓	✓	✓	✓

* plus applicable taxes

For more information, visit www.GreatLakesYEN.com.

Great Lakes YEN partners accept no liability for any impacts (financial or otherwise) to the sponsor as a result of its association with the Great Lakes YEN or its use of any YEN analyses or reports.

Great Lakes YEN partners:

