The Iowa Grain Quality Initiative (IGQI) started in 1995. A professor-in-charge and staff program coordinator administer project operations, assist affiliated faculty, and promote the program. This portion of the IGQI work plan will be a shared effort among all participants. In FY08, as in FY07, several operational functions will be done at the VAAP office.

**Objectives for FY2008**

1. Administration of IGQI project operations.
2. Manage internal and external relationships for the project.
3. Assist affiliated scientists with IGQI-related project proposals and outputs.
4. Expanding the marketing and distribution of grain quality information through media outlets, with an emphasis on web site and funding growth.

**Value Added Agriculture Program (VAAP) Contribution**

**Marketing Plan Management**

**Operations Management**

**FY2008 Expected Outputs**

- Leverage Extension 21 funds at a 3.5:1 ratio or better.
- Assist affiliated scientists with IGQI group activities.
- Develop presentations, publications, news releases, and programs for affiliated faculty and field staff.
- Manage the IGQI web site, and output recordkeeping.
- Provide Extension field staff and organizations with materials for use in local meetings.
- Present grain quality issues at meetings coordinated by Extension field staff.
- Execute IGQI Marketing Plan