



**MICHIGAN STATE**  
**UNIVERSITY**

**EMPOWER**  
**EXTRAORDINARY**

THE CAMPAIGN *for* **MICHIGAN STATE UNIVERSITY**

*Supporting the*

**COLLEGE OF AGRICULTURE AND NATURAL RESOURCES**

# Pioneering the **Future**

*“Taking on challenges and improving lives is in the DNA of the College of Agriculture and Natural Resources. Visionary leaders in 1855 recognized the value of research and education—we depend on the visionary and generous leaders of our time to continue that tradition of accomplishment.”*

**FRED L. POSTON**

DEAN, COLLEGE OF AGRICULTURE AND NATURAL RESOURCES



*Through the CANR, some of the best minds on the planet tackle real world problems, crafting sensible solutions that have impact in neighborhoods and around the world. Strategic initiatives focus on compelling issues such as food safety and security, water quality, biofuels and improved health and nutrition—finding ways to use the world's resources to the best and most sustainable benefit of the Earth and its people.*



## Focusing on the **Big Issues**

Building relationships, solving problems, and meeting the needs of Michiganders and people around the world have been the focus of the Michigan State University College of Agriculture and Natural Resources (CANR) for more than 150 years. The CANR has pioneered advancements in agricultural and natural resources research, scholarship, and outreach.

MSU and the CANR translate basic and applied research into real-life benefits better than any other place in the country. Our research helps people live improved lives in Michigan, across the country, and around the world. This is what the land-grant mission is all about.

The CANR focuses on the big issues—food safety and security, water quality, energy alternatives and usage, improved crop yields and new crop varieties that reduce the need for pesticides and herbicides, and improved health and nutrition—and finding ways to use the world's resources to the best and most sustainable benefit of the Earth and its people.

Advances made by today's CANR students and faculty, and MSU Extension educators and specialists enhance your life today and will improve the lives of your children and grandchildren tomorrow. Meeting these challenges head on is hard work that demands dedication and perseverance. It also requires your help.

# OUR CAMPAIGN **VISION**

The CANR can no longer rely on tuition, grants, and state dollars to meet the exceptional expectation of those who count on us to solve society's big problems. We have worked to create greater efficiencies within the college while preserving quality in our academic programs, and our mission is too important to be tied to governmental budgets that are continually declining at alarming rates.

To say that our lives, and the lives of others, depend on the discoveries we make is no exaggeration. The overarching issues of food, energy, and environment tackled by the CANR are critical. And, no place on earth is more ready to continue to address these issues than the CANR. To keep us on our upward trajectory of accomplishment, we have set a campaign goal of \$225 million.



# ADVANCING CANR through **YOUR GIFTS**

The goals of the CANR dovetail with the overall campaign priorities for Michigan State. By making it possible to attract top undergraduates and graduate students, we will become *An Engine of Opportunity*. Our research capability enables us to be *A Global Problem Solver*. By recruiting and retaining talented and dedicated faculty members, we will strengthen our effectiveness as *A Force for Creativity, Discovery, and Learning*. Finally, state-of-the-art facilities will assist us in building *A Vibrant Community*.

We will achieve these goals with a combination of endowed, discretionary, and annual giving funds. Endowment resources are critical because they provide permanent and increasing funding for faculty members, students, and programs that the CANR and our students can count on year after year. An endowed gift, furthermore, enables a donor's impact to last forever. A \$1 million endowment gift will spin off \$50,000 in income in its first year and will increase its payout every year thereafter, keeping pace with inflation to provide the same amount of purchasing power in perpetuity.

Contributions of discretionary funds, by contrast, provide resources whose entire sums we can put to work immediately for scholarships, faculty research, and the various needs of our departments. In the fast-paced world of agriculture and natural resources, discretionary and annual gifts keep this college nimble and able to pursue opportunities as they arise.

The strongest institutions of higher education in this country have all three—reliable endowment income, discretionary resources, and a strong stream of annual giving—and that's what we need as well.





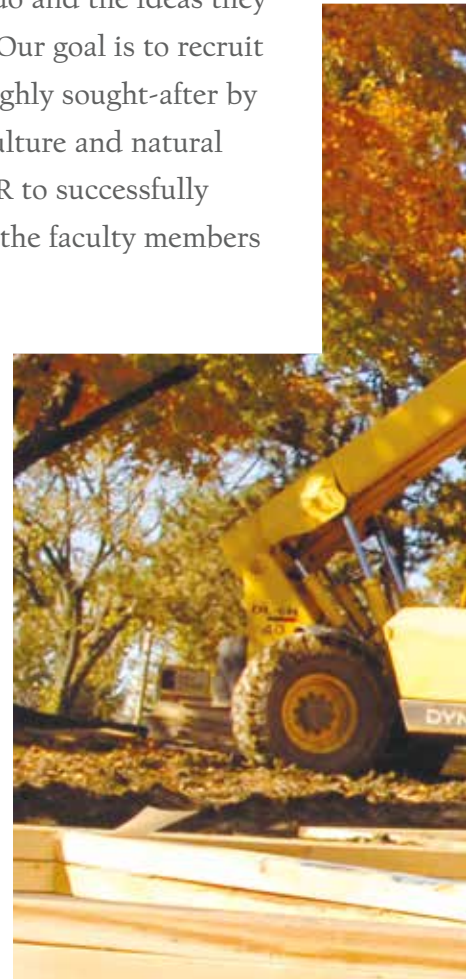
# *An Engine of* **OPPORTUNITY**

The challenges we face and the problems we seek to solve are the most essential ones possible—among them food, energy, and environment—and they demand the very best people to create an unparalleled engine of thought and processes. We seek funding for undergraduate support, graduate fellowships, and resources to give these individuals the best education possible—on our campus and around the world.

## **GRADUATE STUDENTS**

High quality graduate students are extremely important for the work we do. Graduate students conduct research that expands the reach and productivity of our faculty members and their discoveries. Their presence in the laboratories and in the fields—the work they do and the ideas they contribute—is invaluable for our research portfolio. Our goal is to recruit the most talented graduate students, who are also highly sought-after by other Big Ten and nationally ranked schools of agriculture and natural resources. Fellowships make it possible for the CANR to successfully compete for the graduate students who will become the faculty members and leaders of tomorrow.

*CANR Construction Management students take classes in management, contracts, finance, estimating, scheduling, project management, real estate, structural design, accounting, building codes, business law, safety, and materials. They are provided opportunities to receive real world experiences through a well established internship program.*



## UNDERGRADUATE STUDENTS

We seek additional support for undergraduate scholarships to support all qualified students. Today our ability to support the financial needs of deserving, capable students is in danger, causing significant problems. Too many of the most talented and dedicated students are graduating with substantial levels of debt, and the prospect of incurring substantial debt sometimes causes talented students who could have had brilliant careers in agriculture and natural resources to choose other majors simply because another college or university can offer more financial aid.

Increases in student scholarship funding—both endowed funds and funds for immediate use—will ensure that we can maintain our commitment to keeping our doors open to the best and brightest, regardless of their financial means.



## EXPERIENTIAL STUDENT SUPPORT

The CANR offers study abroad destinations on all seven continents and in more than 35 countries, with opportunities to live in, learn about, and experience other cultures while conducting research in 45 programs. Approximately 20 to 25 percent of CANR students study abroad at least once. We want to push this number toward 100 percent. Endowments for study abroad are critical to enabling our students' ability to embark on these transformative opportunities. When CANR students go abroad, they are headed for life-altering experiences that might just change the world.

Overseas study programs on every continent encourage CANR graduate and undergraduate students to think beyond their backyards to understand the global impact of their work. A study abroad experience, service learning trip, or graduate or undergraduate research conducted in an international setting is a life-changing opportunity to appreciate other people's ways of life and to dramatically expand one's perspective. All 21st century students should be prepared to become citizens of the world.

OUR FUNDING GOAL TO  
SUPPORT STUDENTS IS  
**\$40 MILLION.**

GRADUATE FELLOWSHIPS  
**\$20 MILLION**

UNDERGRADUATE SCHOLARSHIPS  
**\$10 MILLION**

EXPERIENTIAL STUDENT SUPPORT  
**\$10 MILLION**





*Our goal is to recruit the most talented graduate students, who are also highly sought-after by other Big Ten and nationally ranked schools of agriculture and natural resources.*





## *A Global*

# **PROBLEM SOLVER**

The interdependency of food, water, energy, and human capital needs to be recognized and harnessed to engender a sustainable standard of living worldwide. In the CANR, we see a world where nourishing food, safe water, and clean, abundant fuel are available to all. Furthermore, we are convinced that Michigan's future prosperity depends on achieving this global vision.

Our land-grant mission—which embraces our communities, our state, and people around the world—means that MSU and the CANR are uniquely positioned to make this dream a reality. In collaboration with others who share this dream and are ready to roll up their sleeves and work with us, we will make the world a better place to live—for everyone.

The CANR is focusing on three critical priorities: food, energy, and environment.

## **FOOD SYSTEMS**

The various issues related to food constitute our biggest priority. Faculty members and students spend thousands of hours researching, teaching, and writing about food: how to grow it more efficiently and in changing climates, how to process it safely, how to reduce postharvest waste, and how to package it for transport. We explore how multiple food production systems affect the environment and natural systems.



MSU is a center for excellence in global agri-food systems, value chains for food, and agricultural exports. CANR researchers work throughout the food system to assure food safety. Whether the issue is growing food in a changing climate, ensuring more productive crops, or conserving water, CANR faculty members, students, and Extension educators all work toward the goal of finding workable solutions for real-world problems.

Growing more food on less land with less water for an expanding population is critical to the world of the 21st century. CANR advances in crop breeding and genetics have created varieties that reduce the use of chemicals and the need for irrigation, and contribute to a more sustainable food system. Producers of crops and livestock increasingly rely upon CANR faculty members and students to support industry progress.

## ENERGY

Energy use and production are inextricably tied to agriculture and our nation's natural resources. In the CANR, our faculty members and students seek to address the nation's energy and environmental challenges. The CANR built the largest anaerobic digestion system on a U.S. college campus, which transforms waste from MSU farms and dining halls to create energy for several buildings on the south end of campus. The digester utilizes about 17,000 tons of organic waste to generate 2.8 million kilowatt hours of electricity per year.



This efficient source of power can save money in Michigan and has implications worldwide. An MSU-related digester went online last year to help provide power to a village in Costa Rica. Ensuring that our country's fuel consumption is renewable and sustainable and that it reduces environmental problems is just one of the big issues that we are tackling. The work we do in anaerobic digestion, carbon utilization, and climate change is groundbreaking and truly transforms lives around the world.

## WATER AND THE ENVIRONMENT

Nearly one person out of five in the world has no access to safe drinking water. Water shortages cause conflicts between countries and neighbors and affect the very poorest among us, and women and children bear a disproportionate share of this burden. Inadequate water and sanitation and the resulting lack of hygiene cause an estimated half of the world's cases of gastrointestinal disease. Waterborne disease is now the second leading cause of death for children under age 5.

On campus, nearly 20 initiatives involving 100 faculty members now focus on water research. Whether the topic is water technology, water management or water access, the scientists at MSU and in the CANR are making great strides in water research. MSU was recently cited by National Geographic as one of three major universities poised to change the landscape of water research in the world.

CANR faculty members in the departments of Forestry and Fisheries and Wildlife educate the next generation of scientists to study how quickly clear-cut forests can grow back, to measure forest carbon, and to help developing nations reduce greenhouse gas emissions. From salamanders and songbirds in Michigan to tapirs in Central and South America and from sturgeon in Florida to pandas in China, the work we do on a daily basis benefits natural habitats, wildlife, and people around the world.

To continue our advancement, we seek endowed as well as discretionary research funds. These resources enable us to explore new ideas, conduct pilot studies, and stay on the leading edge in our areas of achievement. Endowed and discretionary funding improve our education programs and bring our research into the classroom to prepare our students for careers that are as meaningful as they are productive.

## OUR FUNDING GOAL TO SUPPORT RESEARCH IS **\$130 MILLION.**

ENDOWED RESEARCH FUNDS  
**\$5 MILLION**

DISCRETIONARY RESEARCH FUNDS  
**\$125 MILLION**

*To be a recognized, world-class scholar in the CANR, a faculty member must not only be brilliant but also possess the dedication to make a difference—in the classroom, in the lab, in our communities, in the field, and around the globe. These men and women are the heart of this college. Attracting and retaining the best is crucial to our success.*



*A Force for*

## **CREATIVITY, DISCOVERY, AND LEARNING**

We seek faculty members who can create new knowledge, educate and inspire our students, and work collaboratively with colleagues in other colleges and industries.

Those are exactly the kind of people sought by every other major school of agriculture and natural resources. Endowed professorships enable the CANR to effectively compete for top faculty members. Endowed programs exponentially enhance the college's financial agility, allowing the bold moves that it takes to solve the big problems. Endowments in the CANR propel the development of practical solutions that will feed the world, protect our natural resources, and revitalize Michigan's economy.

Teams working collaboratively across academic disciplines to discover solutions to the big challenges require the leadership of the best and brightest scholars. AgBioResearch scientists in the CANR and other colleges work closely with MSU Extension staff members to get campus-generated knowledge to the people in Michigan who need it. Extension educators help



food producers increase profitability, quality, and productivity so as to enhance their communities, help young people build bright futures, and make struggling cities great again.

A strong AgBioResearch and Extension network, supported in perpetuity through endowments, will ensure that MSU's land-grant tradition of linking research to our region's needs continues to advance Michigan's economic development and quality of life. Endowed and discretionary funds enable our brilliant researchers to attract increased grant funding for projects that will continue to improve our world.

**OUR FUNDING GOAL FOR  
ENDOWED PROFESSORSHIPS  
AND CHAIRS IS  
\$30 MILLION.**

## *A Vibrant* **COMMUNITY**

Cutting-edge research and programs need top facilities. Our physical spaces need to reflect our expectations for excellence and support our learning and research. Workspaces need to be flexible so that research and teaching can reach across disciplines. Laboratories and classrooms need to be up-to-date, providing our students and faculty members with the tools they need to do world-class work. The spaces must also be electronically connected so that our campus can reach across the globe.

We seek funding for improvements at the Kellogg Biological Station, the Saginaw Valley Research and Extension Center, the Food Innovation Center, Packaging Building renovation, South Campus Farms, as well as numerous classroom and lab renovations.

To sustain a vibrant community of research and education, we also need endowed and discretionary funds. A truly world-class university must be poised to act when strategic opportunities present themselves. Most grants or





contributions made to MSU are precisely earmarked or restricted to specific uses and cannot be applied to anything other than the purposes designated. Unrestricted investment in the CANR, by contrast, allows us to respond quickly to needs and opportunities that arise outside of the limits of daily budgets or targeted funding initiatives.

Over the past decade, decreases in state funding of the CANR, MSU Extension, and AgBioResearch have significantly reduced our ability to act quickly when opportunities arise. We need the agility to be able to provide immediate funding when a deserving student faces financial obstacles, to retain an extraordinary faculty member, or to support a student team that has won a regional agricultural contest and needs resources to represent MSU in national competition. We also need state-of-the-art equipment for our groundbreaking research. The ability to put together the right people with the right equipment in the right place at the right time is critical for the CANR to meet the world's ever-changing needs.

Donors who take a big picture view of the CANR are essential to keeping us ahead of the curve. Ample discretionary funds will strengthen our ability to innovate, pioneer new fields of research, and transform the way we teach, collaborate, and engage. Generous support will also enable the CANR to strengthen its entrepreneurial culture in both teaching and research while providing critical-needs funding for innovative programs across the college.



## OUR FUNDING GOAL TO IMPROVE OUR FACILITIES AND STRATEGIC OPPORTUNITIES IS **\$25 MILLION.**

SAGINAW VALLEY RESEARCH AND EXTENSION CENTER  
PAVILION FOR AGRICULTURE AND LIVESTOCK EDUCATION ARENA  
FOOD INNOVATION CENTER  
DAIRY STORE RENOVATION AND CLASSROOM ADDITION  
KELLOGG BIOLOGICAL STATION  
SOUTH CAMPUS FARMS

**\$10 MILLION**

SUSTAINING EXCELLENCE FUND

**\$15 MILLION**



A large, stylized green leaf graphic is positioned in the background, extending from the top right towards the bottom left. It has several pointed lobes and a central vein structure.

# A Leader in **Food, Energy, and Environment**

*We provide undergraduate students an academically challenging environment where they put their scientific knowledge into practice on campus, in Michigan, and around the globe. When our students graduate, they enter the work force with skills that are in high demand and have global impacts.*

*We are a top research college with vast capabilities and a distinguished faculty, that provides graduate students with the knowledge and practical experiences that prepares well-trained scientists who will discover solutions to the world's most pressing problems in food, energy, and environment.*

*Our faculty members are a force for creativity, discovery, and learning. They take this mission seriously, provide countless undergraduate and graduate research opportunities, and have a lifelong influence on students.*

# The Opportunity *for* **Widespread Impact**

The College of Agriculture and Natural Resources translates basic and applied research into real-life solutions better than any other place in the country.

Our students and faculty members work hard and innovate as if we were a start-up company. There are few other academic enterprises in the country whose work has the potential to improve the lives of so many—and few places offering a donor the opportunity to have such a widespread impact.

Now is an exciting time to be involved in agriculture and natural resources. There is heightened awareness around the world of the importance of food: how and where it is grown, how it contributes to good health, and how it can be produced in the most sustainable ways possible. There is a new focus on where and how we pull energy and how we consume it. And there is focus on how all of these issues affect our environment and our communities.

We will succeed in this time of doing more with less. We will gather our alumni and friends and enlist them to support this important work. We will recruit the top faculty members and provide resources sufficient to attract the best undergraduate and graduate students. We will do this because it's what we have always done.

I hope that you will join me in making a generous gift to the Empower Extraordinary campaign for the College of Agriculture and Natural Resources.

**FRED L. POSTON**

DEAN, COLLEGE OF AGRICULTURE AND NATURAL RESOURCES



**COLLEGE OF AGRICULTURE AND  
NATURAL RESOURCES**

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# SPARTANS WILL.

MAKE A DIFFERENCE *and*  
EMPOWER EXTRAORDINARY TODAY.

**EMPOWER.MSU.EDU**

**#EmpowerMSU**

**COVER IMAGE:**

*A garden sculpture of a globe found in the MSU Horticulture Gardens is symbolic of CANR's deep and historic international engagement.*