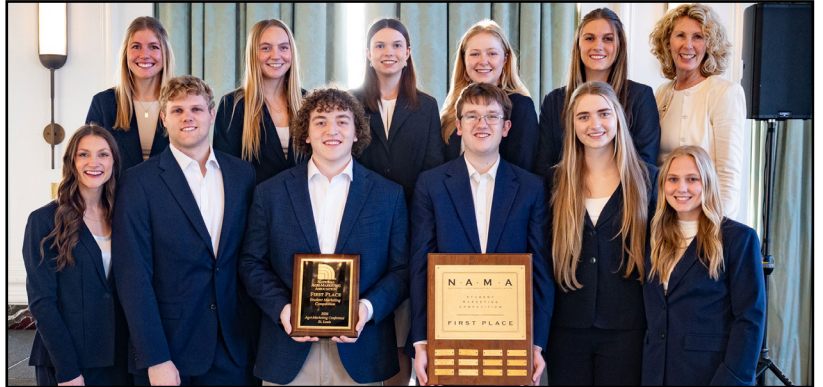


Grants Support CALS Student Organizations

WALSAA Student Activities Grants are available to CALS student organizations. Continuing the tradition of the innovation grants that began in 2012, Student Activities Grants focus on supporting student organization events and programs that will influence student life or the surrounding community.

WALSAA is proud to award these grants to several deserving student organizations each year and celebrate their successes.

UW-Madison's National Agri-Marketing Association (NAMA) team recently won top prize in NAMA's Student Marketing Competition. The championship-winning project centered on a soybean variety that produces a natural red dye based on a beet gene. This red dye, called EssentialRED, can replace the FDA-banned red dye #3 and other synthetic dyes.



UW-Madison's National Agri-Marketing Association team wins 2026 National NAMA Championship

Team members were Mark Arndt, Faith Baerwolf, Cate Cherney, Jonathan Chittick, Abby Cortichiato, Grace Holt, Lauren Breunig (leader), Sarah Kippes, Jenna Kudrna, Anna Martin, Brooke Mitchell, Emma Paulson, and Brian Styer.

The team, coached by Sarah Botham, teaching faculty in the Department of Life Sciences Communication, described a system in which a Wisconsin seed company offers soybean growers a premium to grow the soybean variety. The soybeans are then processed to extract EssentialRED, which is sold to food and beverage manufacturers looking for alternatives to synthetic red dyes. This work was based on research from CALS scientists, and the students were able to tour the Wisconsin Crop Innovation Center to learn more about the "red soybean."

NAMA provides a hands-on approach to marketing and communications in a way that many other organizations do not. Not only do members have the opportunity to participate in Marketing Team, they also build professional skills through resume workshops, study tours, working at World Dairy Expo, and Professional-NAMA events.

Applications for WALSAA Student Activities Grants are reviewed by the WALSAA Student Engagement Committee twice per year. Deadlines are March 1 and October 1.

Learn more about WALSAA Student Activities Grants @ [WALSAA.org/students/grants/](https://walsaa.org/students/grants/)



NEW MEMBER

Anne-Marie Crowley, B.S. '88

IN MEMORIAM

Jerold Apps, B.S.'55, M.S.'57, Ph.D.'67

CONTACT US

Wisconsin Agricultural and Life Sciences Alumni Association
PO Box 5177
Madison, WI 53705-5177

P: 608.438.1994 E: admin@walsaa.org