

Progress Report on the
Developing the Second SCN Coalition: Resistance Management and Awareness Campaign
9/30/18

Submitted by Dr. Sam Markell, PI (NDSU) to Dr. Ed Anderson, NCSRP

North Central State Co-PI's include:

Markell, S., Bond, J., Schroeder, N., Faghihi, J., Ferris, V., Tylka, G., Bissonnette, K., Jardine, D., Bird, G., Quintanilla, M., Naeve, S., Mitchum, M., Giesler, L., Yan, G., Niblack, T., Byamukama, E., Conley, S., MacGuidwin, A.,

Cooperating State PI's include:

Lawrence, K., Sikora, E., Faske, T., Kirkpartrick, T., Kleczewski, N., Bradley, C., Balbalian, C., Allen, T., Thiessen, L., Bergstrom, G., Damicone, J., Tenuta, A., Esker, P., Augudelo, P., Mueller, J., Bernard, E., Young, H., and Mehl, H.

Private Partners to date:

Bayer, BASF, Corn+Soybean Digest, Growmark, Monsanto, Pioneer, Syngenta, Winfield United.

Public Partners:

North Central Soybean Research Program (NCSRP), United Soybean Board (USB), dozens of Universities and QSSB's

Mission Statement:

The Mission of the Second Soybean Cyst Nematode Coalition is to develop an SCN Resistance Management and Awareness Campaign to educate growers and industry on the reality of SCN resistance development, to slow the development of highly aggressive SCN populations, and to minimize increasing levels of yield loss.

Organization of the report:

Succinct statements of progress are presented below. More detailed graphical presentation of progress at the 'Launch', resource center and Farm Progress are presented at the end.

Summary of Progress:

Partner involvement (Fall 2017 - Winter 2018).

Discussions and visits with partners has continued throughout the project. In December, 2017, members of the SCN Coalition met with partners in Chicago, Ill in conjunction with ASTA. It was novel to have multiple partners, who are competitors by nature, in the same room. Partners expressed a keen interest for planning jointly for the launch of the SCN Coalition and features in the resource center www.theSCNcoalition.com. Partners also pledged in-kind support through the launch, and indicated that direct contributions may be possible in the future (pending successful launch).

Launch planning and resource center construction (Fall 2017 - Winter 2018).

Development of materials for the resource center www.theSCNcoalition.com and launch planning was at a fever pitch in the fall of 2017 until the launch.

Leveraged Funding (Fall 2017 - Winter 2018).

On January 1, 2018, USB began to financially support the SCN Coalition with a \$275,000 investment. The intent of USB is that the SCN Coalition become national (not just North Central State), a state-of-the-art resource center be developed (as opposed to a more-basic pass-thought site and the launch of the SCN Coalition become as robust as possible. The investment of NCSRP, which facilitated the investment of USB, has also attracted financial interest of private partners. In-kind support during the launch was provided, and in the next quarter, specific monetary proposals are going to be submitted to each partner.

Launch (February 2018).

The most important progress to date was the launch of the SCN Coalition in Anaheim, CA in conjunction with the Commodity Classic in February, 2018. During the launch, the SCN Coalition was introduced to the agricultural community with a booth staffed with experts, a 'What's New' Session, a 'press conference', Video wall sponsorship and numerous partner cross traffic which included the Bayer AdVocacy Forum.

A graphical summary of the SCN Coalition Launch at the 2018 Commodity Classic follows this report on pages four and five.

www.thescncoalition.com (February – March 2018).

In conjunction with the launch, the resource center website www.thescncoalition.com became active. www.thescncoalition.com is the 'face' of the SCN coalition to growers and stakeholders across the country and is equipped with training videos, grower testimonials, downloadable print and electronic educational pieces and local information by states and partners (in development). Additional state specific management pages, videos and resource training material are being planned.

The international IPM Conference (March 2018).

A symposium about the SCN Coalition was presented to the academic community in March, 2018 at the International Integrated Pest Management (IPM) conference in Baltimore, MD. Four speakers presented in depth material on the 'why' and 'how' of the SCN Coalition; Steve Gomme (Syngenta) prepared a discussion on baseline knowledge level of SCN among growers (presented by Dr. Kaitlyn Bissonnette as a result of weather related travel problems), Dr. Greg Tylka discussed the loss of effective resistance conferred by PI88788, Dr. George Bird discussed management tools for SCN and Dr. Sam Markell presented the SCN Coalition as a means to help growers manage SCN into the future.

Corn+Soybean Digest Cover Story (February 2018).

In conjunction with the launch and resource center operation, the Corn+Soybean Digest made SCN the cover story. In the article, multiple aspects of SCN were discussed, and the SCN Coalition was presented as a possible solution (or tool) to help growers manage the nematode.

Planning for outputs and leveraged support (April – May 2018).

In April and May, the SCN Coalition refined a two-year plan to maximize the impact of the SCN Coalition nationally and into Canada. Outputs and actions were divided into three primary components; management and communications, local extension efforts and national exposure. Each of the three components was planned as independent but highly coordinated.

- Management and communications efforts included corporate partner recruitment, traditional and social media communications. A funding request for this effort in FY19 was submitted (and later accepted) to the NCSRP.

- Local message development and delivery is critical for each soybean growing area in the U.S. While the SCN Coalition has developed broad messaging, refinement of those messages for each specific state makes them more accurate and more practical for the growers. A funding request for this effort in FY19 was submitted (and later accepted) by the United Soybean Board.
- National exposure is a very effective way to deliver a broad message to a large number of growers. This exposure helps drive growers to the more local communications and specific recommendations developed in the states or on the resource center www.thescncoalition.com. A funding request for several events to increase national exposure was submitted to private corporate partners. The three events/activities above are being funded in FY18/19; a presence at Farm Progress (the largest outdoor farm show in the US), a 32-page SCN-specific insert in the Corn+Soybean Digest (a publication distributed to over 100,000 growers nationally) and a presence at the 2019 Commodity Classic.

Coordination and updates (June – August 2018).

A significant amount of coordination among SCN Coalition members, private corporate partners and checkoff organizations were done in this time frame. PI's were updated on SCN Coalition progress and plans at the annual Society of Nematologist and American Phytopathological Society (with the ICPP) in July and August. Communication with private corporate partners in anticipation of the Farm Progress Show and other activities was very high. Additionally, once NCSRP and USB agreed to FY19 funding requests, that promised funding was leveraged to secure funding from the private corporate partners. Communication with checkoff organizations (local and national) continued through this time frame.

Farm Progress Show (August 2018).

Six university members of the SCN Coalition worked collaboratively with private corporate partners at the largest outdoor farm show in the United States. This included SCN Coalition members being embedded in private partner tents, and delivering dozens of educational programs, presentations, and interviews with national media. National exposure from this event was very high, and continues today. As an example only, Sam Markell and Greg Tylka will be featured on the US Farm Report with Tyne Morgan on October 13-14, 2018 (six weeks after the Farm Progress Show). The US Farm report is estimated to be watched by over 500,000 growers.

A graphical summary of SCN Coalition Media impacts at the 2018 Farm Progress follows this report on pages six to ten.

Corn+Soybean Digest SCN-Insert Development and Leveraged Funding Support (September 2018).

Checkoff funding was successfully leveraged with private corporate partners for a SCN special 32-page custom insert in the Corn+Soybean Digest. Money was committed and the SCN-Insert contract was signed by all parties involved on September 20, 2019. The issue is slated to hit growers mailboxes in early December. The timing will coincide with many 2019 production decisions made by growers (seed selection, for example) and will occur right before the winter meeting season begins. We anticipate the SCN-Insert will drive growers to find more local information about SCN. We have timed up outputs in the FY19 contract with USB to coincide with the December SCN-Insert timing; providing funding to PI's so SCN extension material and deliverables ready for the winter meeting season (November – March 2019). Similarly, version 2.0 of www.thescncoalition.com will go live in early November, and a media blitz will occur during the same November- December time frame. Importantly, to prepare for this, a two-day planning and coordination meeting with all the PI's is scheduled for early November, and a meeting with private partners is currently being developed in coordination with the American Seed Trade Association meeting in the first week of December.

THE SCN COALITION LAUNCH

Initial Impact Report

What's your number?

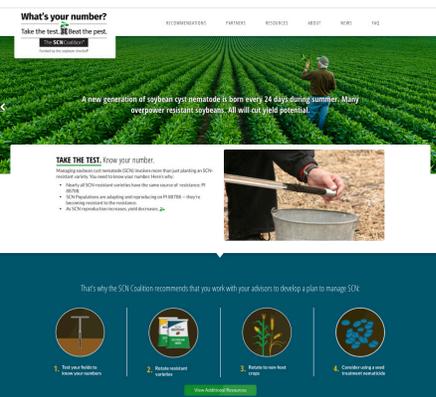
Take the test. Beat the pest.

The SCN Coalition™

Funded by the soybean checkoff

THANK YOU for supporting the launch of the new SCN Coalition.

This document summarizes the public/checkoff/private partnership's kickoff efforts to help the agricultural industry speak with one voice to encourage growers to actively manage SCN on their farms. We appreciate your support keeping the momentum going and encouraging soybean farmers to know their number.



TheSCNcoalition.com

Online resource center includes state-specific contacts and management recommendations, videos of Iowa farmer Ron Heck and, Greg Tylka discussing how he manages SCN and, Greg Tylka discussing how the SCN issue has evolved.

- **360 unique visitors & 3,200 page views** (as of 3/22/18)
- **Avg visit: 6 mins on site & 2 pages per user**
- **Top pages: Home | Recommendations | Resources**

Commodity Classic

Cross Promotion

SCN Coalition Partner signage was displayed in partners' booths and a "life cycle bingo" game helped drive crossover booth traffic.

- **Approx. 50 hats distributed as part of game**



Earned Media Impressions

Online discussion of the SCN issue beginning 2/20/18 through 3/12/18

635,433 potential impressions

Commodity Classic

What's New Session

Greg Tylka moderated 40-minute educational session featuring panel of two farmers who successfully manage SCN on their farms - Ron Heck, Perry, Iowa, and Pat Duncanson, Mapleton, Minn.

- **54 total participants** (including 31 farmers and one media rep)
- **1,755 avg. reported farm acres**
- **91% of respondents reported content & presentation skills met expectations**
- **Lively Q&A exceeded time allotment**



Commodity Classic Booth

10x10-ft. trade show presence was staffed by nematologists, plant pathologists and agronomists ready to "talk todes." Booth included an interactive kiosk that displayed coalition online resource center - theSCNcoalition.com.

- **3,646 farmer decision makers attended CC 2018**
- **1,124 avg. reported soybean acres** (soy growers only)



Commodity Classic

Video Wall Sponsorship

A 90-second version of the Ron Heck video ran repeatedly on 18x10-ft. video wall located in Commodity Classic Welcome Center.

- **Minimum of 50 90-second plays**
- **80+ mins. on-air time**



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Commodity Classic Press Conference

Ten media outlets, along with several coalition partners, attended 20-min.+ announcement of SCN Coalition launch. Press conference highlighted research that led to formation of the coalition.

Outlets represented:

- Brownfield Ag News
- Corn+Soybean Digest
- Farm Journal Media
- Farm Progress
- FarmWeekNow.com
- High Plains/Midwest Ag Journal
- Iowa Farmer Today
- On-Farm Network
- Ontario Farmer
- Radio Oklahoma Network
- Successful Farming
- ZimmComm



Media Interviews

George, Greg and Albert completed 20+ interviews.

Outlets completing interviews included:

- Ag News 890
- Ag Wired
- American Ag Network
- Bayer Crop Science blog
- Corn+Soybean Digest
- DTN Progressive Farmer
- Farm Journal Media
- Hoosier Ag Today
- KFRM Radio
- On-Farm Network
- PlanetForward.org
- Purdue University
- Successful Farming
- Troop Consulting
- Walton Farms
- WHO
- WNAX-AM



Bayer AgVocacy Forum

Bayer announced its participation in the SCN Coalition as part of its 13th annual forum. This year's event looked at the impact of technology, alliances and consumer perceptions on the changing agricultural landscape.

- **George completed 15 interviews as part of his Forum involvement**



Media Kits

Key educational assets and launch press releases collected in folder and on branded memory stick.

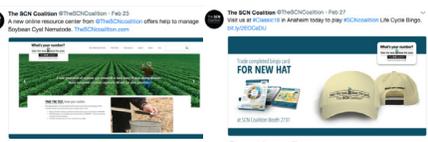
- **100+ kits distributed to media, corporate partners, university researchers, Extension, state soybean promotion boards and other interested parties**



@TheSCNcoalition on Twitter

Launched in conjunction with the online resource center, the coalition's Twitter feed serves as the primary channel to support distribution of SCN news and increase frequency of the Coalition message.

- **119 followers as of 3/22/18**
- **23,612 impressions**
- **513 engagements**



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MEDIA OUTLET	DATE	LINK	NOTES	PICTURE	AVG. AUDIENCE REACH
Adams on Agriculture	Aug. 30	https://adamsonag.podbean.com/e/adams-on-agriculture-august-30-2018/ (starts at 12 minute mark)	Sam Markell, NDSU, visited with Mike Adams about The SCN Coalition and how it was formed and how it's supported. He encouraged producers to test for SCN and talks about crop damage from the pest.		See note below for stations.
AgriTalk	Aug. 30	https://omny.fm/shows/agritalk/agritalk-scn-coalition-august-30-2018	Sam Markell, NDSU, and Kaitlyn Bissonnette, U of Missouri, talked with Chip Flory about why the coalition is back and the regional differences being seen with the pest.		Program airs on 70 affiliate stations and reaches over 500,000 farmers daily.
Farm Journal/AgWeb	Aug. 30	https://www.agweb.com/article/test-for-soybean-cyst-nematode-now/	ISU's Greg Tylka, along with Sam Markell and Kaitlyn Bissonnette, discussed the importance of testing for SCN during the fall, as well as the regional differences in populations and management strategies.		Per day, AgWeb achieves 115,840 unique visitors; eNewsletter and AgWeb Market Weekly are sent to over 190,000 recipients. This story was included in their eNewsletter.
Iowa Agribusiness Network	Aug. 29	https://www.iowaagribusinessradio.com/audio-george-bird-michigan-state/	George Byrd, Michigan State, talked with Dustin Hoffman about the resurgence of SCN and management options.		50 affiliates carry at least one Iowa Agribusiness Radio Network program.

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AgDay/U.S. Farm Report	Filmed Aug. 29	Expecting this to air this week. Will be available at this link: https://www.agweb.com/agday/	Sam Markell, NDSU, Greg Tylka, ISU, were interviewed by Tyne Morgan, host of U.S. Farm Report		AgDay: 250,000 per show U.S. Farm Report: 500,000 per show
Dakota News Network	Taped Aug. 30	Expecting to air this week.	Sabrina Hill interviewed Sam Markell		See below for stations.
Monsanto	Filmed Aug. 29		Coalition leaders, Greg Tylka, Sam Markell, Kaitlyn Bissonnette and Albert Tenuta were interviewed at the "Journey of the Seed" exhibit about The SCN Coalition and nematode control.		Clips will be used on Monsanto's digital channels in the U.S. and Canada

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Adams on Agriculture (radio) - Heard on the following stations:

- WAIK - Galesburg, IL:
- WJIL-AM - Jacksonville, IL
- WJIL-FM - Jacksonville, IL
- WKXQ-FM - Rushville, IL
- WRAM - Monmouth, IL
- WBYS - Canton, IL
- WBBA-FM - Pittsfield, IL
- WJBM - Jerseyville, IL
- WRDN - Durand, WI
- KCLN - Clinton, IA
- KGFX - Pierre, SD:
- KOLY - Mobridge, SD
- KSDN - Aberdeen, SD
- KOKK - Huron, SD
- KHMO - Hannibal, MO
- KRMO - Monett, MO
- KFEQ - St. Joseph, MO
- KDKD, Clinton, MO

Dakota News Network (radio) - Heard on the following stations:

- **North Dakota**

- KBMR - Bismark
- KBTO-FM – Bottineau
- KDLR –Devils Lake
- KLTC – Dickinson
- WZFG – Fargo
- KNOX – Grand Forks
- KHND – Harvey
- KNDC – Hettinger
- KMSR – Mayville
- KZZJ – Rugby
- KEYZ – Williston

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- **South Dakota**

- KSDN – Aberdeen
- KGIM-FM – Aberdeen
- KPLO-FM – Chamberlain
- KDSJ – Deadwood
- KOKK – Huron
- KMSD – Millbank
- KMLO-FM – Mobridge
- KOLY – Mobridge
- KGFX – Pierre
- KBWS-FM – Sisseton/Eden
- KBHB – Sturgis/Rapid City
- KXLG-FM - Watertown