

# SCN Coalition Highlights

Activities of The SCN Coalition 2019/2020. Updated October 2020

**What's your number?**

Take the test. Beat the pest.

The **SCN Coalition**<sup>™</sup>

Funded by the soybean checkoff

## Local Extension outputs of The SCN Coalition:

**26 STATES AND 1 CANADIAN PROVINCE**  
(funded by Grain Farmers of Ontario)  
participated in USB-funded  
SCN Coalition activities in FY19



**77**  
FIELD DAYS



**18**  
SCN SAMPLING PROGRAMS

- 3x increase in samples received at Mississippi State, Virginia Tech and Kansas State
- Increases of thousands of samples across the US

**10,000's+**  
DIRECT GROWER CONTACTS



2,981  
Ontario



2,600  
Indiana



Over 1,500  
Kentucky, Iowa,  
Minnesota and  
North Dakota



**141**  
LOCAL MEDIA  
EVENTS



**26** TRADE  
SHOWS

- Farm Progress Show
- Commodity Classic
- Canada's Outdoor Farm Show
- Missouri State Fair
- National Farm Machinery Show in Louisville

**51**  
LOCAL  
EXTENSION  
PUBLICATIONS  
DEVELOPED

- Direct mailed to 52,250 households in Iowa
- Direct mailed to 11,750 households in Illinois

**369**  
WINTER  
MEETINGS

20 winter meetings specifically dedicated to SCN in Michigan, Missouri, Ontario and New York



**53**  
IN-DEPTH TRAIN  
THE TRAINER  
EVENTS multiply  
the messages

- 13 states 'trained the trainers'
- 45 Extension agents trained in North Carolina
- 22 Extension agents trained in North Dakota

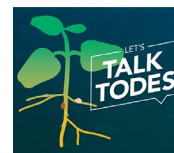
## National outputs of The SCN Coalition:

**11** NATIONAL  
NEWS RELEASES

- 19.3 million impressions in Ag Media
- 14.75% share of discussion on SCN

**TWITTER**

- 841,831 impressions
- 11,519 engagements



**LET'S TALK TODES 1!**

- 23 videos
- 4 states showcase SCN management
- 1 new webpage
- Let's Talk TODES Part 2 coming in November 2020!



### A TRUE PUBLIC-PRIVATE PARTNERSHIP

- 2 national/regional soybean checkoff organizations
- 8 major companies
- Dozens of universities and state soybean checkoff organizations
- Shared funding and shared success!