

# THE SCN COALITION TIMELINE

Where we came from, where we're heading.

What's your number?

Take the test.  Beat the pest.

The **SCN Coalition**™

Funded by the soybean checkoff



## SEPTEMBER 2015

### SCN grower baseline survey

Measured SCN awareness among 1,096 growers in 17 states, showed low awareness of SCN.  
\$150,000 Syngenta

## FEBRUARY 2017

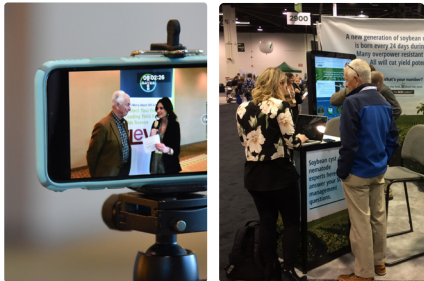
### Develop SCN resistance management and awareness communication strategy

Small group of Coalition leaders meet in Minneapolis to draft key messages; distribute to industry, growers & academia; gather feedback among the SCN Coalition community; refine messages until consensus is reached.  
\$101,732 NCSRP

## SPRING/SUMMER 2017

### Secure buy-in from industry partners

Partner visits to secure intellectual and financial buy-in from corporate partners.  
\$55,133 NCSRP



## FEBRUARY 2018

### Launch Coalition at Commodity Classic, expand website

Robust launch with exhibit, press conference & What's New session, media relations. Post-launch, expand website from NCSRP states to all soybean-growing states.  
\$260,000 USB



## DECEMBER 2018

### SCN insert in Corn+Soybean Digest

Special 32-page insert in December issue of Corn+Soybean Digest tells story of evolving SCN problem.  
\$100,000 industry partners

## FEBRUARY 2019

### Coalition at Commodity Classic

Exhibit, 60-minute Learning Center session with panel of farmers & PIs, media interviews.  
\$75,000 industry partners



## LATE 2020

### Repeat SCN grower survey

Measure change in grower awareness levels since Coalition launch.  
Requesting \$175,000 from USB (pre-proposal)



## FEBRUARY 2021

### Local Extension education efforts

Would include nematode sampling programs, field days, educational meetings and local/regional farm shows.  
Requesting \$510,000 from USB



## DECEMBER 2015

### SCN awareness & education planning meeting

Strategic planning meeting with university, industry and grower reps to manage SCN crisis. Idea of a 2nd SCN Coalition was born.  
\$90,000 Syngenta



## DECEMBER 2016

### National SCN Conference

Scientific conference of academia, industry and grower advisors to present and discuss research updates that have occurred since the last SCN Conference (2008).  
\$35,934 NCSRP  
\$10,000 USB  
\$39,750 industry

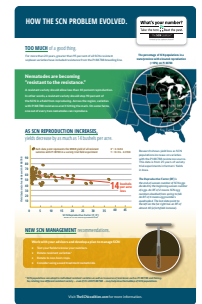
### SCN Coalition building and development meeting

Small gathering of industry, growers & academia meet immediately after National SCN Conference to discuss communication strategies.  
\$16,354 NCSRP

## OCTOBER 2017 - SEPTEMBER 2018

### Develop SCN Coalition properties

Create basic website, educational materials, videos, training presentations for farmers and agronomists, develop social media presence. Continue corporate partner recruitment.  
\$320,805 NCSRP



## AUGUST 2018

### Coalition at Farm Progress Show

Embed Coalition leaders in Pioneer & Winfield United tents, conduct media interviews.  
Captured (NCSRP)



## OCTOBER 2018 - SEPTEMBER 2019

### Expand Coalition

Recruit additional partners, expand Coalition communications to farmers, PIs & partners, manage Coalition activities.  
\$300,000 NCSRP

### Local Extension education efforts

Support Extension efforts in 21 states, expand Coalition materials to include Southern perspective, communicate checkoff-funded research progress.  
\$586,880 USB

## AUGUST 2019

### Coalition at Farm Progress Show

Embed Coalition leader in Corteva tent, conduct ag media interviews.  
Captured (NCSRP)



## AUGUST 2020

### Tode Tour 2020 - first stop

Establish a Coalition Grower Advisory Council and bring them and select ag media on a tour of the FEEL lab at ISU. Tour is the day before Farm Progress Show in Boone.  
\$120,000 industry partners

## EARLY 2021

### Tode Tour 2020 - second stop

Bring Grower Advisory Council and select ag media on a tour of the University of Georgia molecular nematode lab. Tour would be the day before the National SCN Conference.  
\$164,122 USB



### National SCN Conference

Share research updates that have occurred in the past 5 years.  
Funds will be requested



## OUR MISSION

Work together as an industry to raise awareness of the SCN resistance problem and show growers how they can take action to better manage SCN resistance on their farm.

## OBJECTIVES

1. Increase the number of growers who agree that SCN is adapting and overcoming resistance from 57%\* by fall 2020.
  2. Increase the number of growers scouting/sampling for SCN from 34%\* by fall 2020.
  3. Increase the number of growers who are rotating SCN-resistant varieties from 30%\* by fall 2020.
- \* Per 2015 Syngenta grower research