

SCN Coalition Highlights

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



Local Extension outputs of The SCN Coalition:

CANADIAN

participated in USB-funded **SCN Coalition activities in FY19**





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







Indiana

Kentucky, Iowa, Minnesota and North Dakota





TRADE SHOWS

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



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



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



- 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:



NATIONAL NEWS RELEASES

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



- **TWITTER** 841,831 impressions
- 11,519 engagements



ET'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!