

**Illinois Soybean Association**  
**Project Final Report – Due 30 days after project end date**

**Target Area:** Farmer Profitability

**Program/Project Title:** ILSoyAdvisor Programs

**Program/Project Budget:** \$274,000.00

**Project Number:** 19-10-207-420-532-30

**Program/Project Description:**

At the end of the day, farmers are raising crops to make a living, to be profitable, so every decision they make in relation to their production practices must be a profitable one. ILSoyAdvisor programs help soybean farmers make those strategic decisions by assisting their pursuit of the competitive edge, encouraging technology adoption, providing timely, actionable recommendations to increase yields and profitability—all while encouraging smarter farm management and more sustainable production practices.

List the **Project Objectives** as originally stated in the PMD:

- Deliver better soybean management practices designed to increase yield and profits, while mainstreaming sustainable production practices.
- Maintain and promote ILSoyAdvisor using ISA communications vehicles, social media and media relations, as well as a paid digital and social media support plan.
- Recruit and engage with industry stakeholders to provide local information and expertise via the ILSoyAdvisor blog.
- Use Twitter as an extension of the ILSoyAdvisor platform to promote ILSoyAdvisor blogs, articles and other relevant soybean material from industry sources.
- Leverage CCA Soy Envoys to share soybean management information through a variety of channels—blog, podcast, media interviews, conferences and ISA-sponsored training events.
- Generate brand awareness for the IL CCA Soy Envoy program and position Envoys as industry experts for soybean management.

List the **Project Outputs** as originally stated in the PMD:

- A detailed digital strategy to promote and support all ISA farmer-facing efforts
- A detailed social media strategy that ladders up to the overall digital strategy
- A month-to-month content calendar to organize posts that are in line with a content strategy
- 12 posts/month to ILSoyAdvisor (144 total posts)
- 6 – 7 posts/month from CCA Soy Envoys (36 – 42 posts, depending on number of Envoys)
- 30 social media posts/month—both curated and original (360 total)
- 6 – 7 Soy Envoy Podcasts on ILSoyAdvisor blog
- At least 6 webinars in the ILSoyAdvisor series
- Responsive communications and updates to ISA staff and Directors as needed, including regular status updates, weekly updates, media advisories, meeting attendance and budget reporting
- Weekly updates, magazine articles, press releases and email promotions to drive site traffic
- Paid support on social media channels (Twitter and Facebook) via advertisements and boosted original content, in line with the overall ISA digital strategy

List the **Project Outcomes** as originally stated in the PMD:

Among Illinois soybean farmers and industry influencers:

- Increase awareness of ILSoyAdvisor.com and the CCA Soy Envoy program programs by 5% over baseline (as measured by annual ISA Farmer Attitudes survey)
- Increase agreement that ISA is a trusted third-party source of information by 5% over baseline (as measured by annual ISA Farmer Attitudes survey)
- Increase ILSoyAdvisor traffic by 10% over FY18 baseline (measure by average monthly traffic over 12 months)
- Increase social media followership by 20% over FY18

Were ALL the **Project Objectives and Outputs** implemented as planned and on time?

1)  Yes // No --- If No, explain which objectives/outputs were not accomplished and why.

2) Even if all objectives and outputs were completed, were any challenges encountered?

Yes //  No

**Results, Information, and Conclusions** of the project or research?

1) List the Results/Information/Conclusions for the project:

- a. The ILSoyAdvisor and CCA Soy Envoy programs supported Illinois soybean farmers in their pursuit of a competitive edge by providing timely, actionable advice and recommendations to increase yields and profitability, while promoting smarter farm management and more sustainable production practices.
- b. The FY19 project delivered on the goal of facilitating ILSoyAdvisor content management and website updates, monthly content discussion meetings, more comprehensive digital and social media strategy, including paid support and CCA Soy Envoy training and engagement.

2) If any Results/Information/Conclusions were disseminated at events, through social media, via email series, on a website, or by other means, please include metrics (i.e., number of attendees, average acreage represented at the event, number of website hits, number of emails read, number of social media views, number of guide books distributed, etc.)

- a. See Attachments – Analytics and Project Results

**Target Audiences and Behavior Changes:**

1) List the Target Audiences and anticipated Behavior Changes for each:

- Illinois producers who intend to plant +500 acres of soybeans
  - a. Increased awareness and use of ILSoyAdvisor programs and resources as tools for improving their production practices and ROI.
  - b. Increase agreement that ISA is a trusted third-party source of information.
- Agriculture industry experts and representatives
  - a. Increased awareness and use of ILSoyAdvisor programs and recommendation of ILSoyAdvisor resources to their customers.
  - b. Increase agreement that ISA is a trusted third-party source of information.
- Agronomists (CCAs)
  - a. Increased awareness and use of ILSoyAdvisor programs and recommendation of ILSoyAdvisor resources to their customers.
  - b. Increase agreement that ISA is a trusted third-party source of information.

- Agricultural and local media
    - a. Increase agreement that ISA is a trusted third-party source of information and consultation of ILSoyAdvisor team for expert interviews and content resources for their communication channels.
- 2) Did any of the **Project Objectives and/or Outcomes** result in an unexpected outcome or behavior change for the target audience(s)?
- a. No.



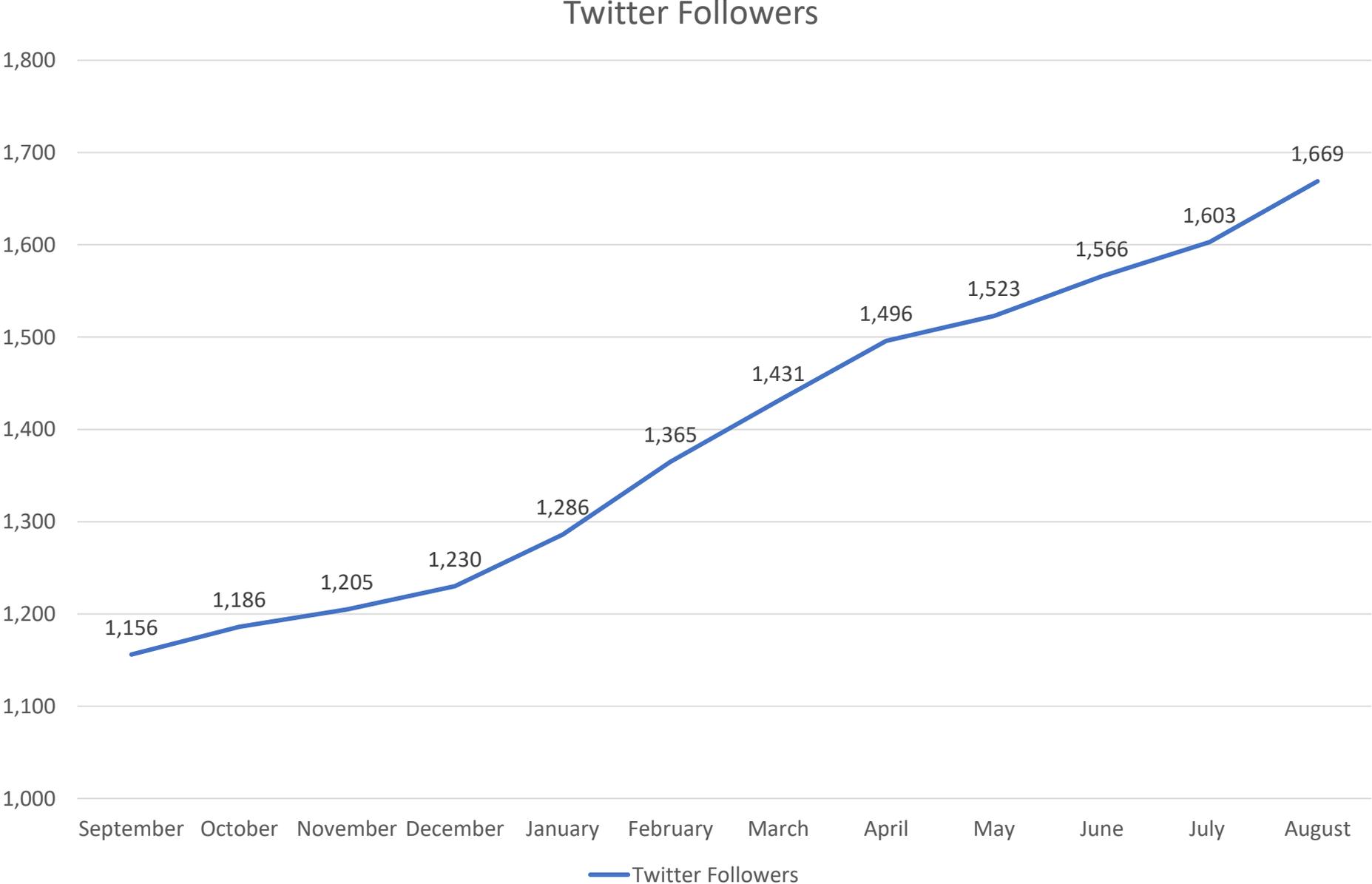
**ILSoyAdvisor FY2019  
End of Year Analytics**

**Social Media**

# Followers

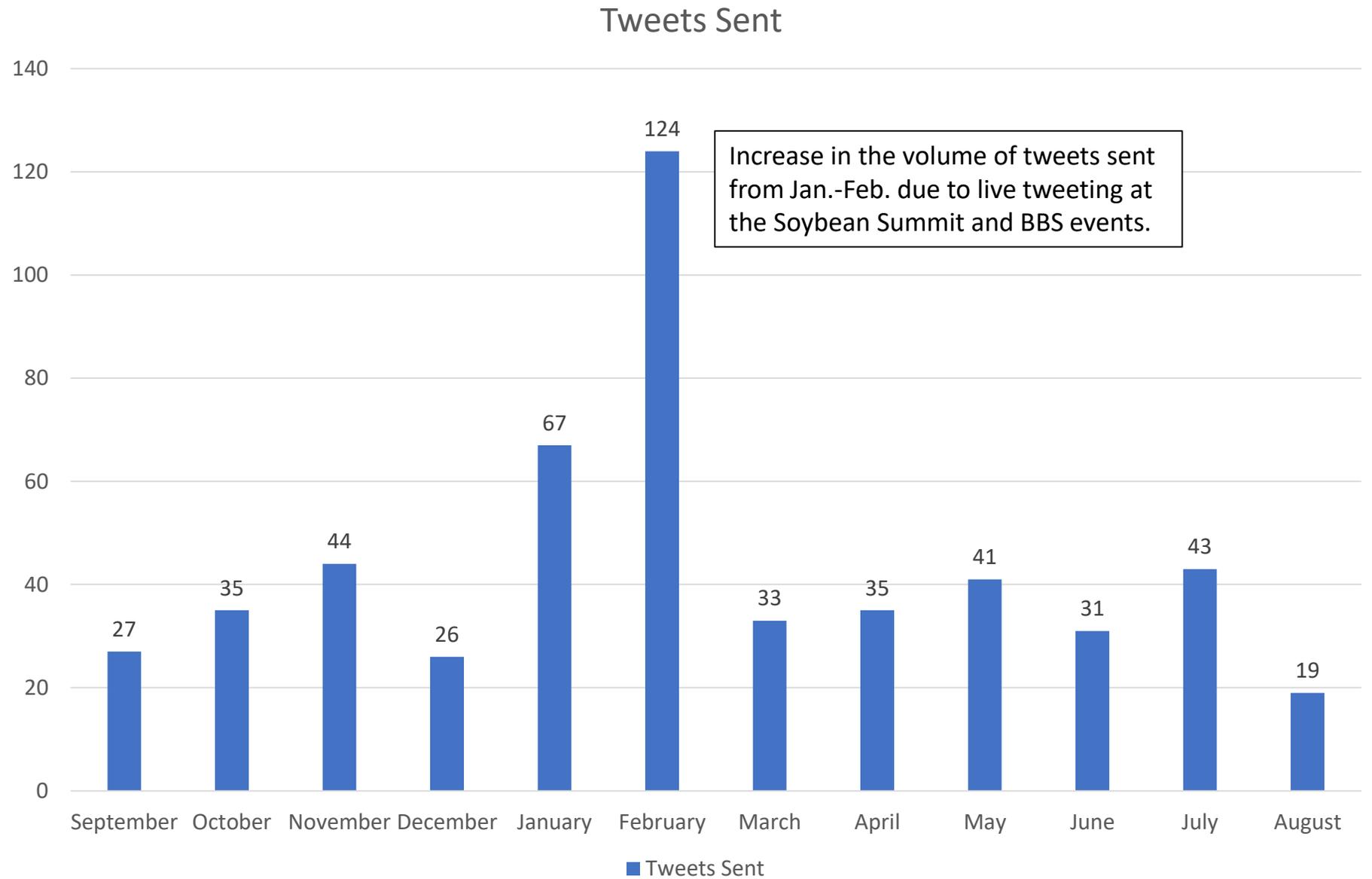
Total Increase

FY18 to FY19: 49.2%



# Tweets Sent

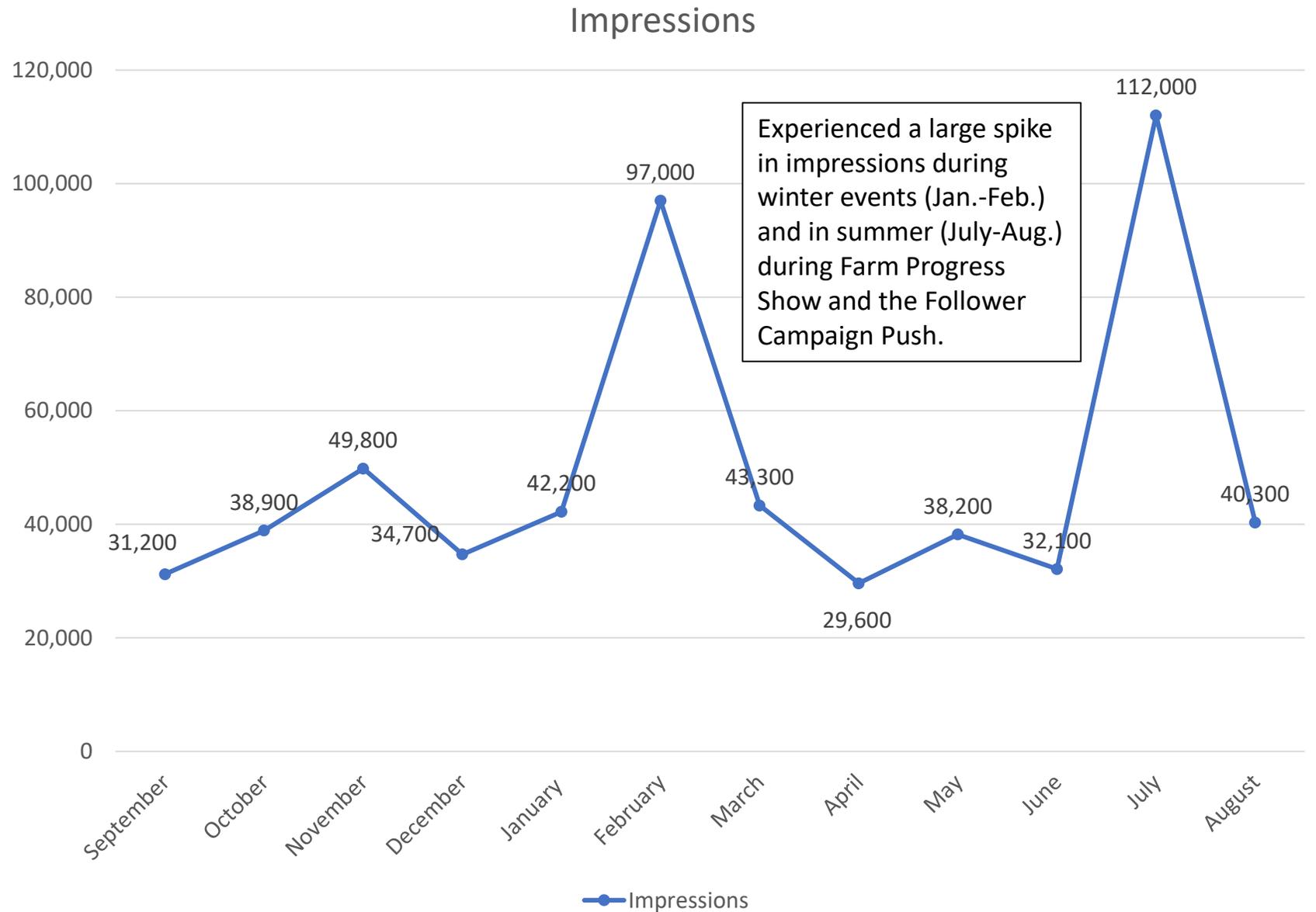
Total: 525



# Impressions

Annual Total: 589.3K Impressions

Avg. 49.1K Impressions/month

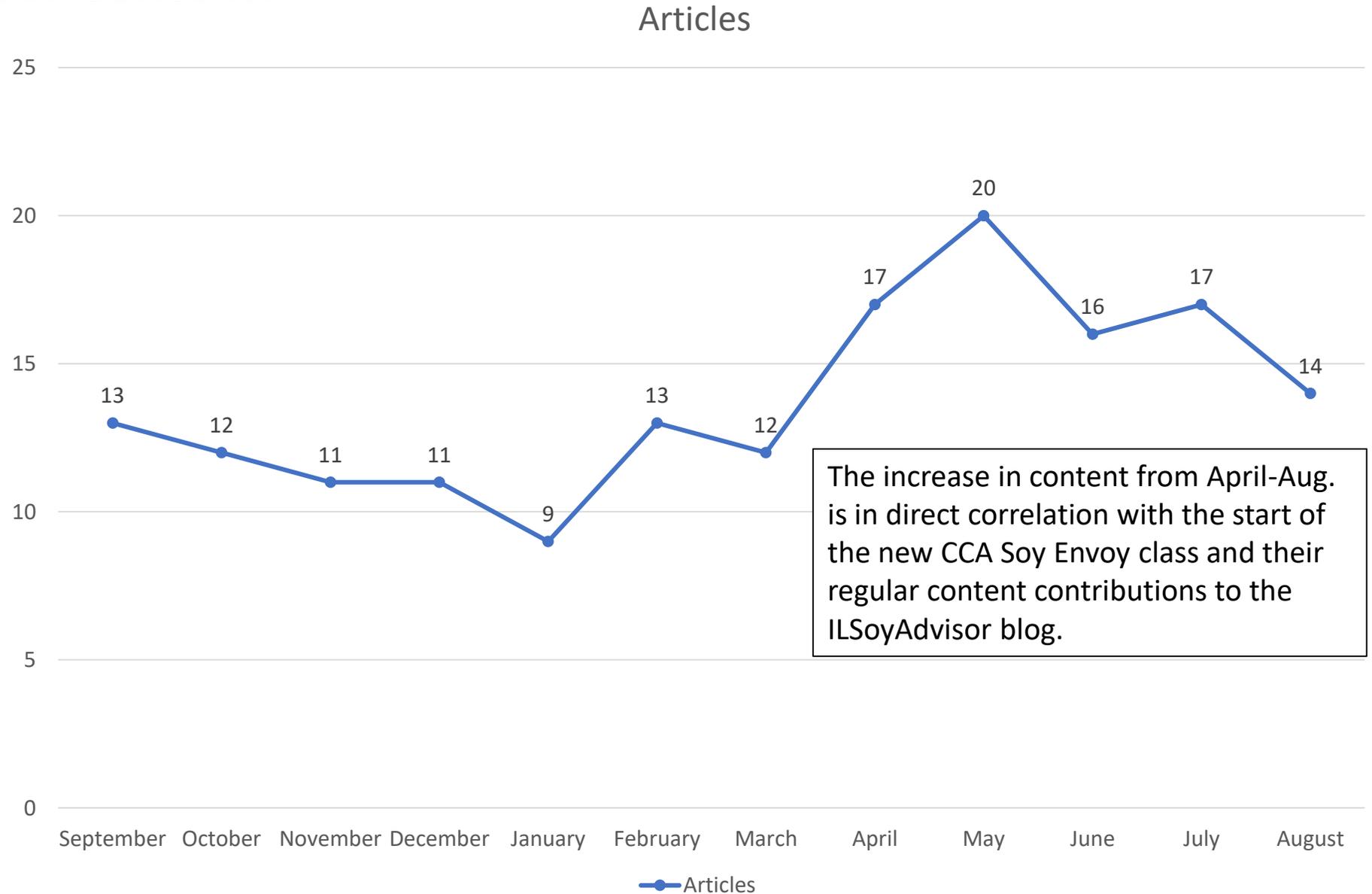


# Social Analysis

- Overall ILSoyAdvisor Twitter followership increased by 49.2%
- Experienced a large spike in impressions during winter events (Jan.-Feb.) and in summer (July-Aug.) during Farm Progress Show and the Follower Campaign Push.
- Strategic use of “#” hashtags that are mainstream in the industry and among growers continues to place our content at the forefront of our target audiences, participating in their conversations and positioning ISA as a thought leader.
- This was a highly successful year for increased brand awareness and brand engagement via the ILSoyAdvisor twitter account, and we look forward to continual growth for this brand by way of this platform in FY20.

# Website Analytics

# Total ILSoyAdvisor Content: 165 articles



## FY19 Unique Sessions

A **Unique Session** is the presence of a user with a specific IP address who has not visited the site recently (typically, anytime within the past 30 minutes).

Q1: 8,064 unique sessions

- Q2: 14,557 unique sessions
- Q3: 14,377 unique sessions
- Q4: 16,494 unique sessions

## FY19 Session Duration

**Avg. Session Duration** is calculated by dividing the total duration of all sessions (in seconds) by the number of sessions. Determines how much time people are spending on your website - helpful for analyzing patterns and trends in data.

- Q1: 1:24 avg. session duration
- Q2: 1:22 avg. session duration
- Q3: 1:23 avg. session duration
- Q4: 2:10 avg. session duration

## FY19 New Sessions

- Q1: 75.63% new sessions
- Q2: 69.85% new sessions
- Q3: 75.15% new sessions
- Q4: 76.60% new sessions

## FY19 Pages/Session

- Q1: 1.66 pages/session
- Q2: 1.59 pages/session
- Q3: 1.47 pages/session
- Q4: 1.35 pages/session

## FY19 Unique Users

**Unique User** refers to a person who visits a site at least once within the reporting period. Each visitor to the site is only counted once during the reporting period. If the same IP address accesses the site the site many times, it still only counts as one visitor.

- Q1: 8,064 unique sessions
- Q2: 14,557 unique sessions
- Q3: 14,377 unique sessions
- Q4: 16,494 unique sessions



### FY19 Visited from Desktop

- Q1: 67.6%
- Q2: 62.7%
- Q3: 20.9%
- Q4: 18.2%



### FY19 Visited from Mobile Device

- Q1: 26.3%
- Q2: 29.9%
- Q3: 71.9%
- Q4: 74.8%



### FY19 Visited from Tablet

- Q1: 6%
- Q2: 7.4%
- Q3: 7.3%
- Q4: 7%

# FY19 Q4 Top 5 Pages

1. </on-farm/ilsoyadvisor/home>
  - 1,988 sessions | 1,384 new users | 1.5 pgs./session | 2:42 avg. session duration
2. </on-farm/ilsoyadvisor/agronomy-when-do-soybeans-start-flower>
  - 993 sessions | 857 new users | 1.05 pgs./session | 1:32 avg. session duration
3. </on-farm/ilsoyadvisor/what-better-planter-or-drill>
  - 882 sessions | 796 new users | 1.03 pgs./session | 1:49 avg. session duration
4. </on-farm/ilsoyadvisor/foliar-feeding-soybeans-0>
  - 664 sessions | 574 new users | 1.09 pgs./session | 2:04 avg. session duration
5. </on-farm/ilsoyadvisor/identifying-troublesome-broadleaf-weeds-soybeans>
  - 529 sessions | 494 new users | 1.15 pgs./session | 1:37 avg. session duration

# FY19 Q3 Top 5 Pages

1. </on-farm/ilsoyadvisor/home>
  - 1,494 sessions | 926 new users | 1.54 pgs./session | 2:39 avg. session duration
2. </on-farm/ilsoyadvisor/dust-soy-based-talc-graphite-replacement>
  - 1,148 sessions | 948 new users | 1.09 pgs./session | 1:12 avg. session duration
3. </on-farm/ilsoyadvisor/what-better-planter-or-drill>
  - 878 sessions | 814 new users | 1.04 pgs./session | 0:34 avg. session duration
4. </on-farm/ilsoyadvisor/agronomy-when-do-soybeans-start-flower>
  - 354 sessions | 312 new users | 1.08 pgs./session | 0:31 avg. session duration
5. </on-farm/ilsoyadvisor/identifying-troublesome-broadleaf-weeds-soybeans>
  - 279 sessions | 244 new users | 1.16 pgs./session | 0:51 avg. session duration

# FY19 Q2 Top 5 Pages

1. </on-farm/ilsoyadvisor/events/better-beans-series>
  - 2,408 sessions | 1,485 new users | 1.46 pgs./session | 1:14 avg. session duration
2. </on-farm/ilsoyadvisor/events/soybean-summit>
  - 2,233 sessions | 1,408 new users | 1.35 pgs./session | 1:19 avg. session duration
3. </on-farm/ilsoyadvisor/home>
  - 1,544 sessions | 959 new users | 1.55 pgs./session | 2:21 avg. session duration
4. </on-farm/ilsoyadvisor/dust-soy-based-talc-graphite-replacement>
  - 443 sessions | 357 new users | 1.12 pgs./session | 1:25 avg. session duration
5. </on-farm/ilsoyadvisor/what-better-planter-or-drill>
  - 397 sessions | 362 new users | 1.06 pgs./session | 0:29 avg. session duration

# FY19 Q1 Top 5 Pages

1. </on-farm/ilsoyadvisor/home>
  - 930 sessions | 629 new users | 1.47 pgs./session | 3:01 avg. session duration
2. </on-farm/ilsoyadvisor/understanding-test-weight>
  - 572 sessions | 494 new users | 1.05 pgs./session | 0:34 avg. session duration
3. </on-farm/ilsoyadvisor/yield-challenge>
  - 312 sessions | 257 new users | 1.93 pgs./session | 1:51 avg. session duration
4. </on-farm/ilsoyadvisor/agronomy-when-do-soybeans-start-flower>
  - 255 sessions | 226 new users | 1.10 pgs./session | 0:42 avg. session duration
5. </on-farm/ilsoyadvisor/webinar-explaining-100-bushel-yield-gap>
  - 217 sessions | 108 new users | 1.48 pgs./session | 1:12 avg. session duration

# FY19 Paid Promotions Plan

\$17,000 - overall paid media spend



# Print Ads:



**ILSOY  
ADVISOR**

**WHATEVER YOU'RE UP AGAINST,  
WE'RE HERE TO HELP.**

Insects, disease, low margins. You face all kinds of adversaries in the day-to-day on the farm. Luckily, ILSoyAdvisor.com is there whenever you need it—with answers and advice you can trust. Written by agronomists, certified crop advisers, agribusiness managers and Illinois soybean growers, ILSoyAdvisor has what you need to defeat pests and problems in your fields and on your farm.

[ILSOYADVISOR.COM](http://ILSOYADVISOR.COM)



**ILSOY  
ADVISOR**

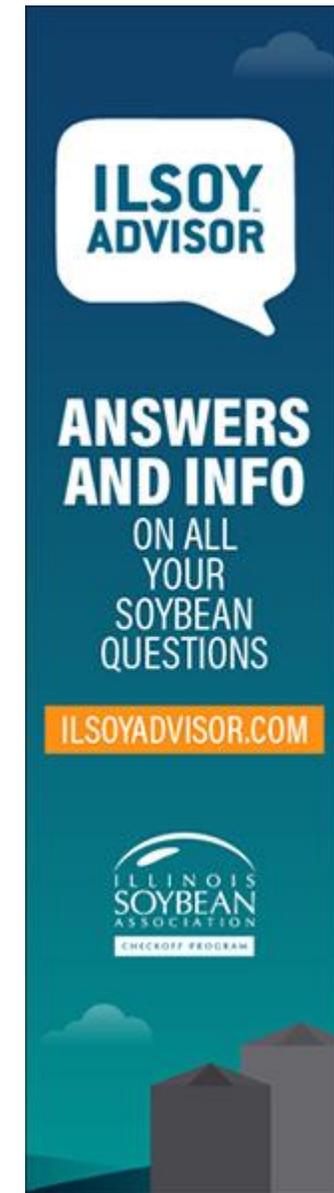
**ANOTHER TOOL IN  
YOUR ARSENAL.**

When you need backup against pests and weeds or insights on the latest ag tech, ILSoyAdvisor is your go-to with answers and advice you can trust. With content from agronomists, certified crop advisers, agribusiness managers and fellow Illinois farmers, you'll find the tools you need for whatever you're up against.

[ILSOYADVISOR.COM](http://ILSOYADVISOR.COM)



# Digital Banner Ads:



# Banner Ad Analytics:

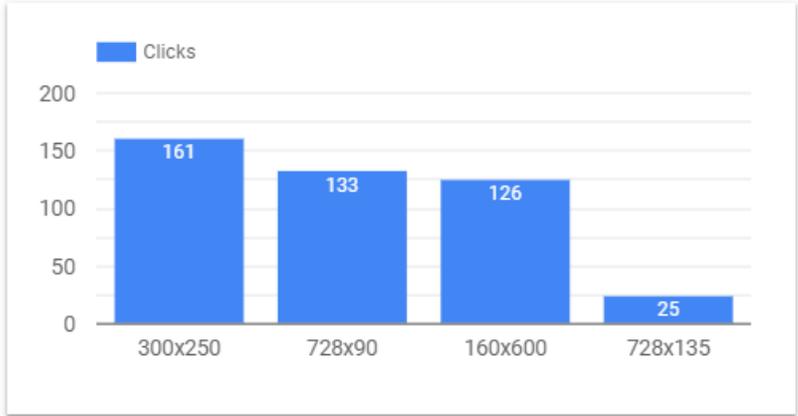
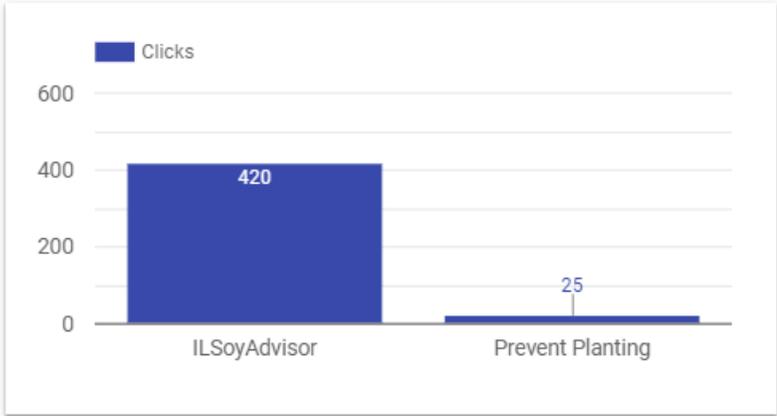
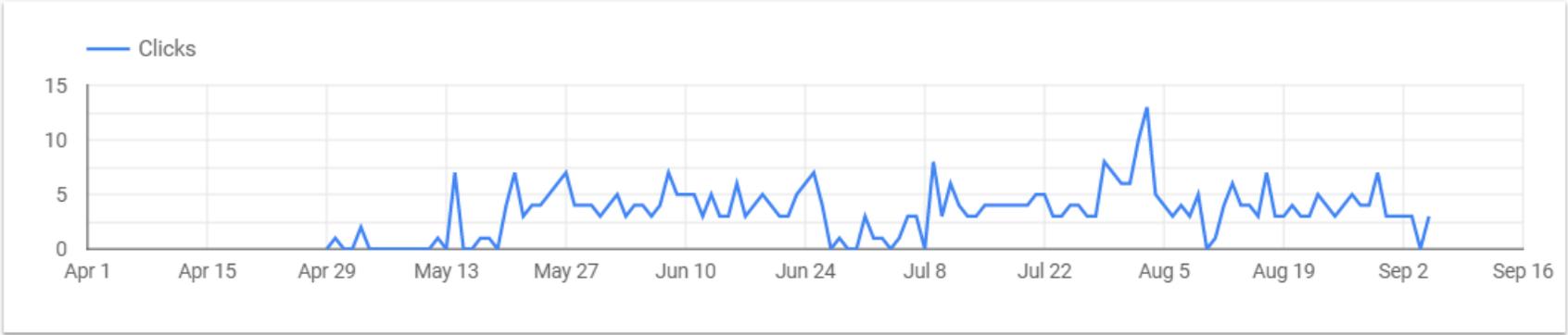
Impressions  
**169,845**

Clicks  
**445**

CTR  
**2.72%**

	Website	Campaign	Impressions	Clicks	CTR
1.	agweb.com (Farm Journal)	ILSoyAdvisor	162,257	420	3.65%
2.	FarmWeek	Prevent Planting	7,588	25	0.37%
<b>Grand total</b>			<b>169,845</b>	<b>445</b>	<b>2.72%</b>

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# E-Blast Campaign



ILSOY  
ADVISOR

## READY TO HELP YOU BATTLE DISEASE AND INSECT PRESSURE.

Running a successful farming operation means facing off against pests, diseases and the weather every season. But no matter what you're up against, ILSoyAdvisor is here to help with answers to your soybean questions.

Explore our library of over 1,000 articles with topics like these:

**Managing Japanese Beetles**  
**Jump Start Slow Growth Soybeans**  
**Managing Nitrogen in Wet Years**

[EXPLORE MORE TOPICS](#)



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[www.ilsoy.org](http://www.ilsoy.org)



## CALLING FOR BACKUP HAS NEVER BEEN EASIER.

No matter what pests or problems you're up against, ILSoyAdvisor is there when you call. With answers and advice from expert agronomists and certified crop advisers available around the clock and just a click away, you can get the help you need to win the fight for better beans.



Webinars addressing solutions to current issues on Illinois farms



Articles on soybean topics from cover crops to harvest strategies and ag technology to nutrient management

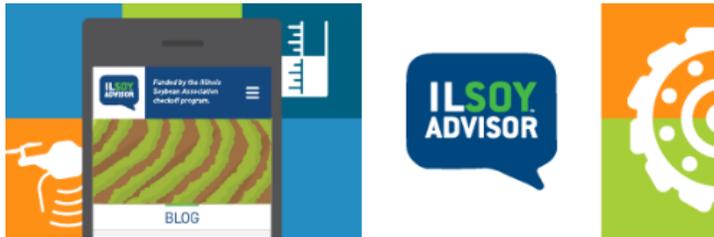


Tools including Profitability Radio, podcasts, CCA Soy Envoys and events that help you make actionable decisions

[CONNECT TO ILSOYADVISOR](#)



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[www.ilsoy.org](http://www.ilsoy.org)



## ILSOYADVISOR IS ONE TOOL YOU DON'T WANT TO GO WITHOUT.

ILSoyAdvisor provides articles, webinars and events to help you make actionable decisions for your farm.

### CONNECT WITH BACKUP IN WHATEVER WAY WORKS FOR YOU.

-  Listen to podcasts
-  Tune in to webinars
-  Visit us at an event
-  Follow us on Twitter

Stay informed on all current topics and tools by subscribing to our newsletter.

[SIGN UP](#)



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## ADD A HANDHELD ADVISOR TO YOUR ARSENAL OF TOOLS.

After a rainy spring, compaction isn't the only thing to be on the lookout for. Once present, white mold is easily spread by harvest equipment to other fields, damaging your yield outlook.

### HERE'S WHAT YOU NEED TO KNOW ABOUT WHITE MOLD IN 2019.

-  Soybean white mold (SWM) is more aggressive in wetter years when temps are below 85°F.
-  Manage SWM with post applied PPO herbicides that can trigger a defensive response in plants.
-  Mapping fields for future management can help identify hot spots so you can manage costs while choosing your defense.

No matter the weather, ILSoyAdvisor is your one stop shop for information, advice, articles, webinars and podcasts to help you battle adversaries on your farm.

[EXPLORE MORE TOPICS](#)



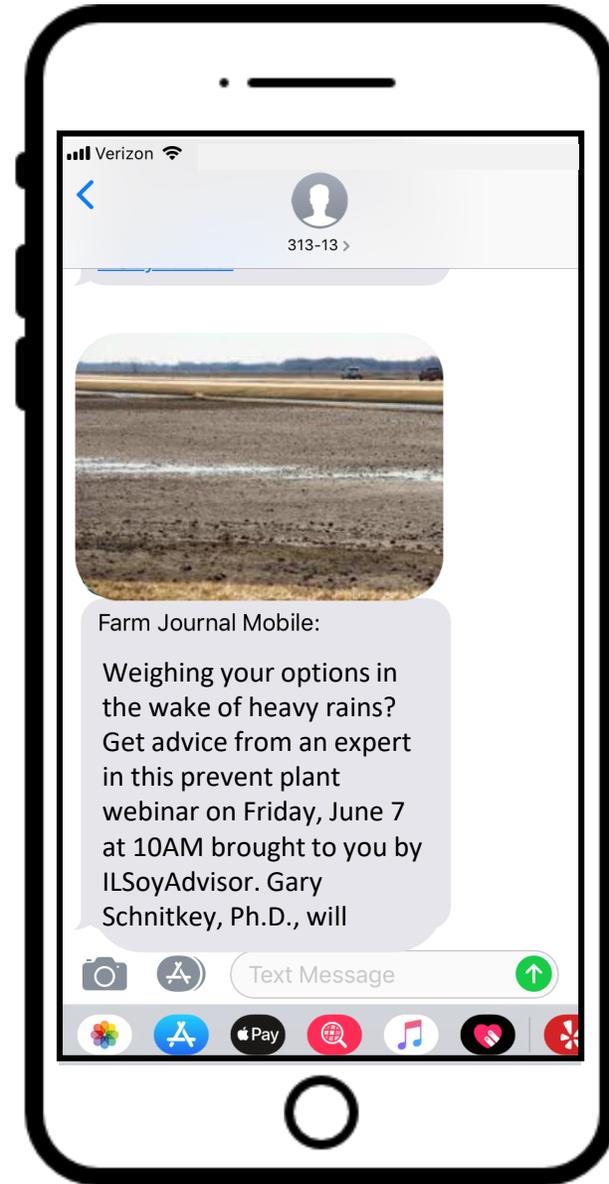
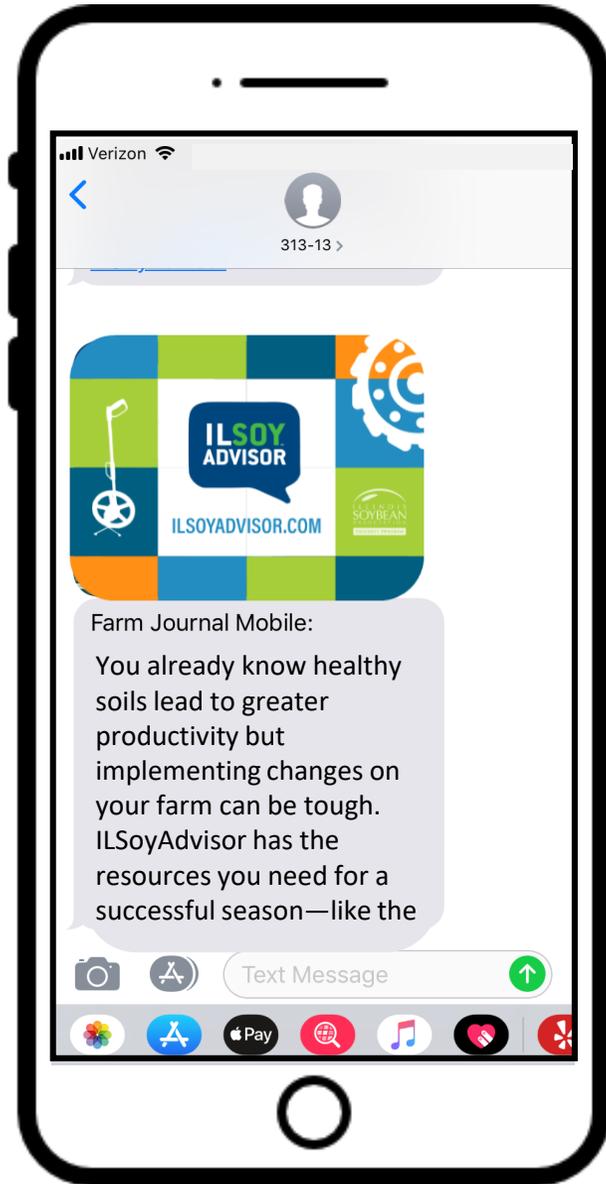
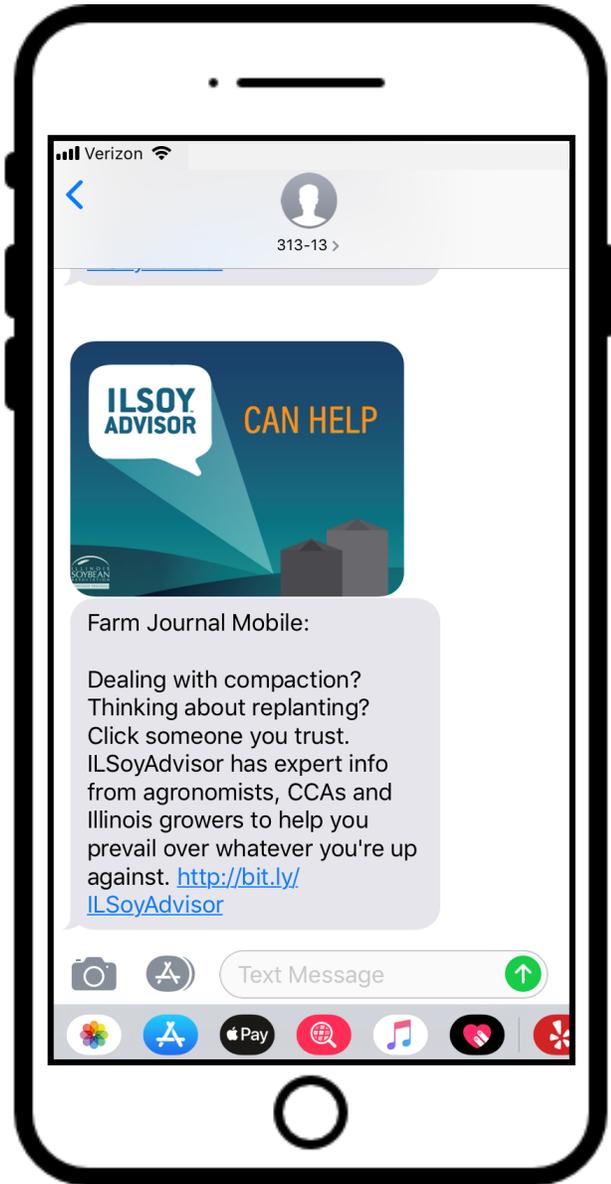
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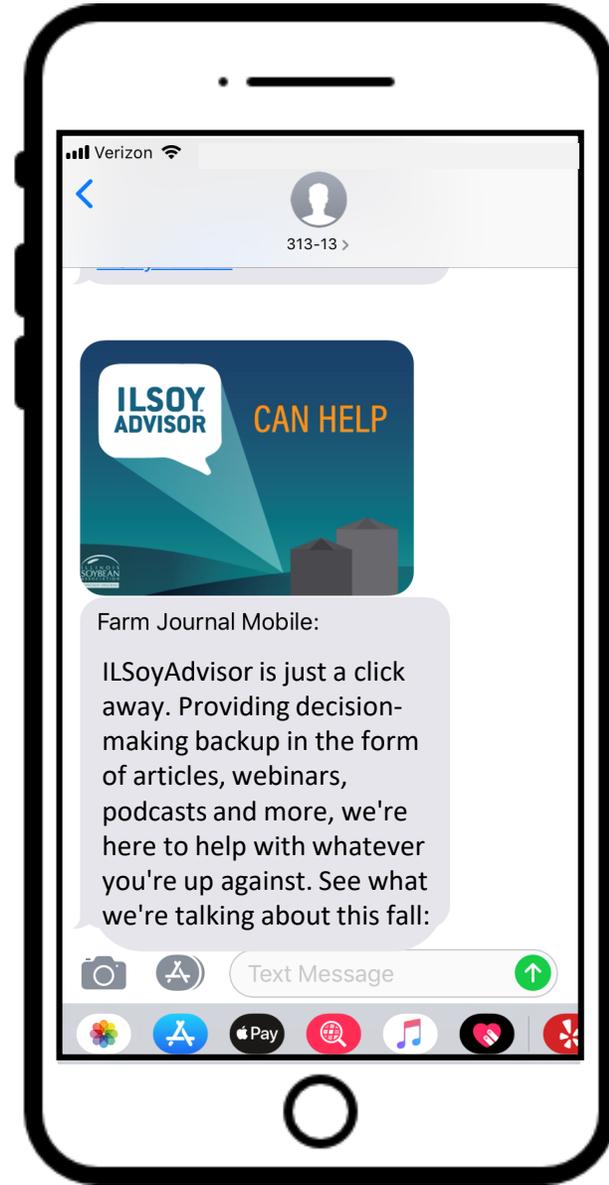
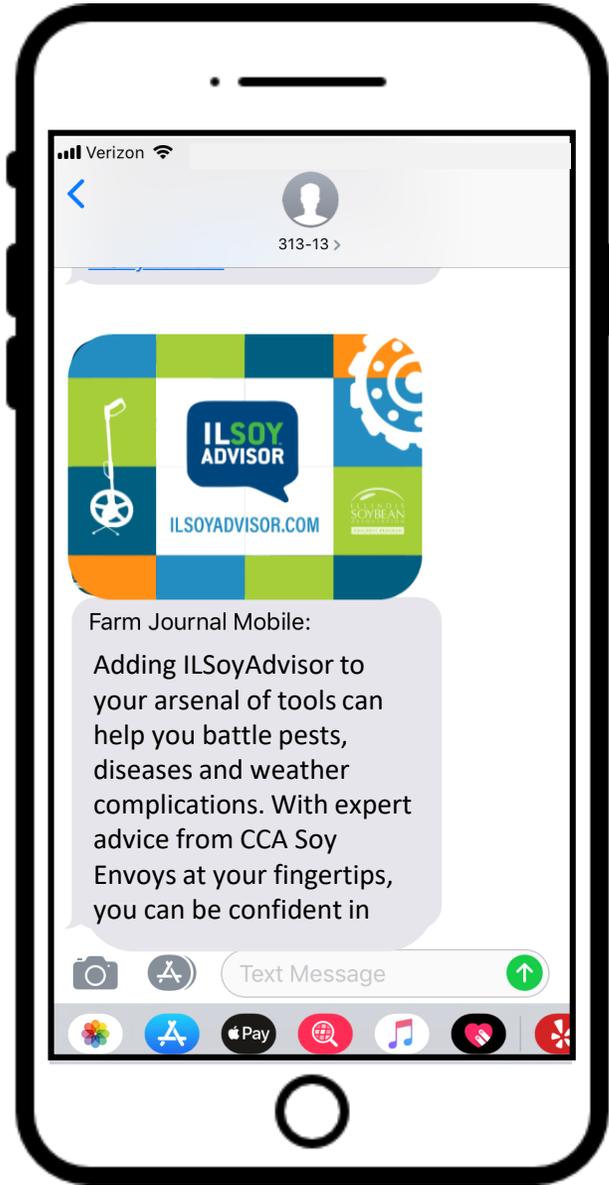
# E-Blast Analytics:

	Open Rate	Click Through Rate
Email #1	19.3%	0.7%
Email #2	21.6%	0.3%
Email #3	21.6%	0.3%
Email #4	20.2%	1.0%
Email \$5	25.1%	0.5%

*Industry Avg. Open Rate: 17.1%*

# Text-Blast Campaign





# T-Blast Analytics:

	Date ▲	Message	Total Sent	Clicks	CTR
1.	May 17, 2019	Dealing with compaction? Thinking about replanting? Click someone you trust. ILSoyAdvisor has expert info from agronomists, CCAs and Illinois growers to help you prevail over whatever you're up against. <a href="http://bit.ly/ILSoyAdvisor">http://bit.ly/ILSoyAdvisor</a>	1,466	107	7.2%
2.	Jun 17, 2019	You already know healthy soils lead to greater productivity, but implementing changes on your farm can be tough. ILSoyAdvisor has the resources you need for a successful season—like the June 20th webinar with Doug Peterson, NRCS, where he'll explain what practicing soil health means to your nutrient application practices and its impact on water quality. Sign up today.	1,465	20	1.3%
3.	Jul 16, 2019	Adding ILSoyAdvisor to your arsenal of tools can help you battle pests, diseases and weather complications. With expert advice from CCA Soy Envoys at your fingertips, you can be confident in your decisions. Explore topics and follow us on Twitter to stay updated. <a href="http://bit.ly/30yI0AF">http://bit.ly/30yI0AF</a>	987	20	2%
4.	Aug 14, 2019	ILSoyAdvisor is just a click away. Providing decision-making backup in the form of articles, webinars, podcasts and more, we're here to help with whatever you're up against. See what we're talking about this fall: <a href="http://bit.ly/2MhFdZv">http://bit.ly/2MhFdZv</a>	1,000	18	1.8%

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# Facebook Ad Campaign

Illinois Soybean Association  
June 25 · 🌐

You're fighting off pests and diseases left and right in your fields. When you need backup, ILSoyAdvisor is there with answers and advice you can trust. [www.ilsoyadvisor.com](http://www.ilsoyadvisor.com)

Illinois Soybean Association  
August 21 · 🌐

According to Dr. Greg Tylka, Iowa State University, soybean cyst nematodes are public enemy No. 1, causing yield losses as high as 50%. Need more expert info and advice? Click ILSoyAdvisor for backup. [www.ilsoyadvisor.com](http://www.ilsoyadvisor.com)

Illinois Soybean Association  
July 31 · 🌐

Get those drones and row-walking-boots ready—with late planting and the wet spring, it's important to scout for potential problems early and often. Find more tips on soybean growing at [www.ilsoyadvisor.com](http://www.ilsoyadvisor.com)

Illinois Soybean Association  
July 18 · 🌐

Since #plant19 may not have gone your way, call in backup to help you maximize this year's crop. ILSoyAdvisor is here with advice, insights and answers you can trust. [www.ilsoyadvisor.com](http://www.ilsoyadvisor.com)

ILSOYADVISOR.COM

Illinois Soybean Association  
August 12 · 🌐

Stay in-the-know on herbicide deadlines, extensions and all things Illinois soy when you keep ILSoyAdvisor in your arsenal. [www.ilsoyadvisor.com](http://www.ilsoyadvisor.com)

ILSOYADVISOR.COM

# Facebook Ad Analytics

Impressions <b>92,547</b>	Clicks (all) <b>437</b>	CTR (all) <b>0.47%</b>	Post engagements <b>4,740</b>	Engagement Rate <b>5.12%</b>	CPC (all) <b>\$1.55</b>
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	Campaign name	Impressions	Clicks (all)	Post engagements	Engagement Rate	Post comments	Post shares	CPC (all)
1.	ILSoyAdvisor 2019 (Link Clicks)	59,854	232	189	0.32%	1	2	\$1.69
2.	ILSoyAdvisor 2019 (Post Engagement)	32,693	205	4,551	13.92%	3	1	\$1.39

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Post created date	Post message	Campaign name	Impressions	Clicks (all)	Post Engagements	Engagement Rate	CPC (all)
10-Jun-19	Looking for some help in your fight for better beans? ILSoyAdvisor has you covered. Find articles and more at <a href="https://bit.ly/2sfZJgV">https://bit.ly/2sfZJgV</a> .	ILSoyAdvisor 2019 (Post Engagement)	4411	0	3500	79%	null
11-Jun-19	Every day you're battling pests and diseases for #betterbeans. ILSoyAdvisor has what you need to succeed. Explore at the link in bio. #yield #soybeans #illinoisfarmers #agriculture #soybeanproduction #farming #advisor	ILSoyAdvisor 2019 (Post Engagement)	11963	4	698	6%	\$ 10.00
29-May-19	Thinking about calling in backup on a #soybean production question? ILSoyAdvisor has the answers and insights you need. Check the link in our bio or follow us on Twitter @ILSoyAdvisor for more.	ILSoyAdvisor 2019 (Post Engagement)	814	2	199	24%	\$ 20.00
29-May-19	Whatever pests or plant diseases you're up against, ILSoyAdvisor is here to help. Find insights and advice on growing Illinois soybeans.	ILSoyAdvisor 2019 (Link Clicks)	27310	140	113	0%	\$ 1.79
29-May-19	Whatever you're up against in your soybean fields, ILSoyAdvisor is here to help with tools, insights and webinars. Find what you need to defeat pests and problems at <a href="https://bit.ly/2sfZJgV">https://bit.ly/2sfZJgV</a> and on Twitter @ILSoyAdvisor for the latest in-season updates.	ILSoyAdvisor 2019 (Post Engagement)	1850	125	109	6%	\$ 0.32
10-Jul-19	When you're battling weeds, another tool in your arsenal can't hurt. Get insights and actionable advice from ILSoyAdvisor.	ILSoyAdvisor 2019 (Link Clicks)	32544	92	76	0%	\$ 1.53
26-Jun-19	You're fighting off pests and diseases left and right in your fields. When you need backup, ILSoyAdvisor is there with answers and advice you can trust. <a href="http://www.ilsoyadvisor.com">www.ilsoyadvisor.com</a>	ILSoyAdvisor 2019 (Post Engagement)	4062	27	16	0%	\$ 1.48
19-Jul-19	Since #plant19 may not have gone your way, call in backup to help you maximize this year's crop. ILSoyAdvisor is here with advice, insights and answers you can trust. <a href="http://www.ilsoyadvisor.com">www.ilsoyadvisor.com</a>	ILSoyAdvisor 2019 (Post Engagement)	4860	23	13	0%	\$ 1.74

Post created date	Post message	Campaign name	Impressions	Clicks (all)	Post Engagements	Engagement Rate	CPC (all)
12-Aug-19	Stay in-the-know on herbicide deadlines, extensions and all things Illinois soy when you keep ILSoyAdvisor in your arsenal. <a href="http://www.ilsoyadvisor.com">www.ilsoyadvisor.com</a>	ILSoyAdvisor 2019 (Post Engagement)	2994	17	11	0%	\$ 1.54
31-Jul-19	Get those drones and row-walking-boots ready—with late planting and the wet spring, it's important to scout for potential problems early and often. Find more tips on soybean growing at <a href="http://www.ilsoyadvisor.com">www.ilsoyadvisor.com</a>	ILSoyAdvisor 2019 (Post Engagement)	1620	7	3	0%	\$ 2.36
26-Jun-19	Of all the gadgets out there, your connection to ILSoyAdvisor might be the most valuable. Tools and advice on growing soybeans are just a click away at the link in our bio. #soybeans #illinoisfarmers #soybeanproduction #advisor	ILSoyAdvisor 2019 (Post Engagement)	34	0	null	null	null
2-Aug-19	Lace up your boots and charge up those drone batteries. With a late planting and wet spring, potential problems could impact your ROI much sooner than in a typical year, making vigilant scouting important. Want more tips and insights on this year's crop? Add <a href="http://ILSoyAdvisor.com">ILSoyAdvisor.com</a> to your arsenal.  #soybeans #yield #plant19 #illinoisfarmers #agriculture	ILSoyAdvisor 2019 (Post Engagement)	35	0	null	null	null

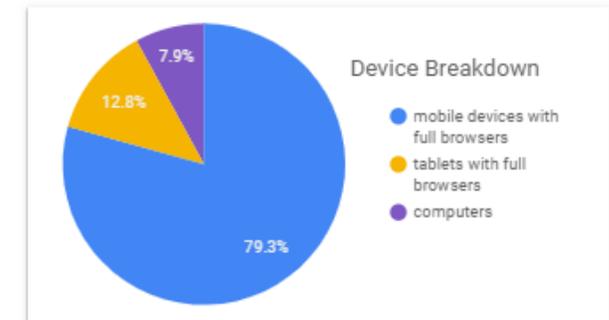
# Google AdWords Analytics

May 1, 2019 – Aug. 31, 2019



Ad group	Clicks	Impressions	CTR	Avg. CPC
1. Custom Intent Audie...	649	423,971	0.15%	\$1.3
2. Remarketing	32	7,944	0.4%	\$0.97
<b>Grand total</b>	<b>681</b>	<b>431,915</b>	<b>0.16%</b>	<b>\$1.28</b>

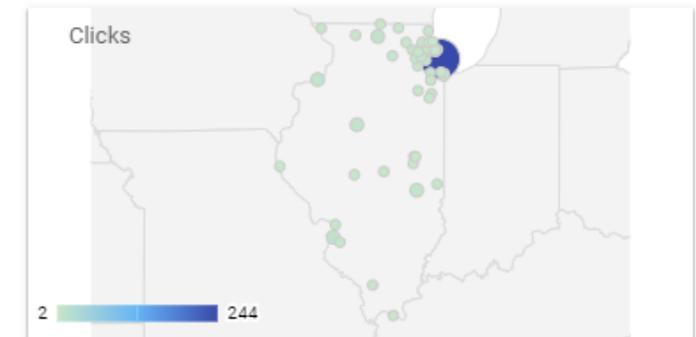
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Website Activity

Source / Medium	Sessions	Avg. Session Duration	Pages / Session	Bounce Rate
1. google / cpc	520	00:00:22	1.14	30.38%

1 - 1 / 1 < >



# FY19 Webinars

## FY19 IL SoyAdvisor Webinar Series

Webinar Title	Date of Webinar	Presenter	CEU Category	Number of CEUs Submitted	Percent of Attendees - CCA	Live Attendees	Number Who Viewed Recording Later
Explaining the 100-bushel Gap	Nov. 28, 2018	Todd Steinacher	Crop Management	56	59.5	94	245
The Amazing 2018 Soybean Season: Lessons for 2019	Dec. 18, 2018	Emerson Nafziger	Crop Management	67	70.5	95	197
Improved Seed Treatment Stewardship Through Innovation	Jan. 17, 2019	Nick Tinsley	Pest Management	65	74.7	87	79
Creating a System for Soybean Yield Success	Feb. 22, 2019	AJ Woodyard	Crop Management	76	53.5	142	475
Importance of Aggregation for Soil Health	Mar. 13, 2019	Abbey Wick	Soil and Water Management	80	43.4	184	564
Advantages to Participating in the Illinois Soybean Yield Challenge	April 4, 2019	Bob Wells	Crop Management	29	74.4	39	79
Emerging and Reemerging Diseases in Soybeans	April 2019	Nathan Kleczewski	Pest Management	83	70.9	117	9
Effective Weed Management on Enlist E3 Soybean Acres	May 15, 2019	Shawna Hubbard	Pest Management	52	63.4	82	130
Prevent Plant Considerations for Soybean Growers	June 7, 2019	Gary Schnitkey	--	--	--	149	74
Nutrient Management in a Soil Health System	June 20, 2019	Doug Peterson	Soil and Water Management	35	61.4	57	47
Soil Biology Builds Resilience and Enhances Soil Quality	July 24, 2019	Kristi Nichols	Soil and Water Management	32	61.5	52	75
			<b>TOTAL:</b>	<b>575</b>	<b>Avg. 52.3 %</b>	<b>1,098</b>	<b>1,974</b>