

Expanding the SCN Coalition

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Overview of project objectives

This project intends to assure long-term success of the SCN Coalition. The objectives are to increase grower and industry awareness of the increasing threat; to unify straightforward management recommendations and their communication; and ultimately slow the erosion of PI 88788 effectiveness. Development of the SCN Coalition is directly linked to the support from the North Central Soybean Research Program (NCSRP), whose resources have been leveraged extensively to secure support from the United Soybean Board and corporate partners.

Key results

Outreach efforts to farmers, researchers and industry about SCN education and management have increased dramatically over the last two years. Twitter and Facebook response has grown, as well as those visiting the SCN Coalition website. Other outreach efforts include news releases, Extension activities including field days, winter meetings, SCN sampling programs, trade shows and more. The most recent effort is the YouTube video series "Let's Talk Todes," with 23 episodes available for viewing. A special recognition of note is the 2020 Best of Show in Public Relations award presented by National Agri-Marketing Association (NAMA).

Benefit to farmers

The SCN Coalition is conducting 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.

Links

[Second SCN Coalition: Resistance management and awareness campaign](#) *USB National Soybean Checkoff Research Database*

www.thescncoalition.com