

The SCN Coalition: Building on Economic Impact

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Principal Investigator

Samuel Markell, North Dakota State University

Co-Principal Investigators

Kaitlyn Bissonnette, Iowa State University
Gregory Tylka, Iowa State University
Rodrigo Borba Onofre, Kansas State University
Douglas Jardine, Kansas State University
Tim C. Todd, Kansas State University
George Bird, Michigan State University
Marisol Quintanilla, Michigan State University
Jason Bond, Mississippi State University Delta Research and Extension Center
Albert Tenuta, Ontario Ministry of Agriculture-Food & Rural
Darcy Telenko, Purdue University
Emmanuel Byamukama, South Dakota State University

Jason Bond, Southern Illinois University at Carbondale
Anne Dorrance, Ohio State University
Nathan Schroeder, University of Illinois at Urbana-Champaign
Carl Bradley, University of Kentucky
Seth Naeve, University of Minnesota
Melissa Mitchum, University of Georgia
Loren Giesler, University of Nebraska
Shawn Conley, University of Wisconsin
Paul Esker, Pennsylvania State University
Ann MacGuidwin, University of Wisconsin
Damon Smith, University of Wisconsin

Overview of project objectives

The SCN Coalition continues its expansion and will focus on communications efforts to explain research developments and best management practices that answer ‘why’ questions and expand the voice of growers in the Coalition, such as the “Let’s Talk Todes” YouTube videos. The SCN Coalition will also include other economically important pathogenic nematodes on soybeans, such as the root-knot nematode, and other soybean diseases impacted by SCN. This expansion is consistent with the National Soybean Nematode Strategic Plan. Project objectives include monitoring and engaging with pathogenic nematode research and researchers; maintaining and recruiting of industry partners; management of the Coalition, including training, development of educational materials, and meeting facilitation; and continuation of communication with media, farmers and partners.

Key results

Outreach efforts to farmers, researchers and industry about SCN education and management continues to expand. Leveraged funding allowed the expansion of the YouTube video series “Let’s Talk Todes.” This media relations campaign earned first place at both the regional and National Agri-Marketing Association (NAMA) awards. The SCN Coalition also received the prestigious Silver Anvil Award in the Issues Management category from the Public Relations Society of America (PRSA). Other outreach efforts include national news releases, a greatly expanded social media presence on Twitter, Facebook, and a newly established LinkedIn page. The agrochemical company UPL partnered with the Coalition in 2022. The “SCN Root Check” program was initiated and the “Let’s Talk Todes” video series included nearly one million video views and millions of impressions.

Benefit to farmers

The soybean cyst nematode remains the most important economically limiting threat to U.S. soybean growers. The SCN Coalition helps farmers learn to actively manage SCN in their fields to reduce yield risk. National surveys conducted in 2015 and 2020 showed an increase in growers who reported using the Coalition’s tools to manage SCN, but there is still room for more growers to learn about SCN and begin to actively manage the disease.

Links

[Second SCN Coalition: Resistance Management and Awareness Campaign](#) *USB National Soybean Checkoff Research Database*

www.TheSCNcoalition.com