

IGNITING MORE SOYBEAN GROWERS TO ACTIVELY MANAGE SCN

What's your number?

Take the test.  Beat the pest.

The **SCN Coalition**™

Funded by the soybean checkoff

Brewing in the soil was a rising population of soybean cyst nematodes (SCN) stealing soybean yields, and many growers didn't realize it. They were planting SCN resistant varieties, but the nematodes in their fields were becoming resistant to the source of resistance known as PI 88788.

THE IMPACT of a public-private partnership.

The SCN Coalition was formed to raise awareness of the SCN resistance problem, its impact on yield and to move more growers to actively managing SCN – the No. 1 yield-grabbing pathogen of the soybean crop in North America.

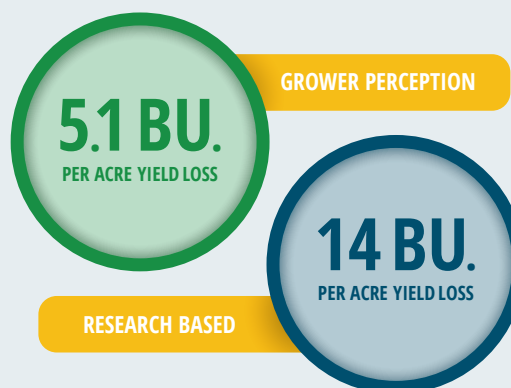
The Coalition has grown to include university scientists from 28 states and Ontario, Canada, soybean grower checkoff organizations including the North Central Soybean Research Program, the United Soybean Board and several state soybean promotion boards, and corporate partners including BASF, Bayer, Growmark, Nufarm, Pioneer (Corteva), Syngenta, Valent and Winfield United.

Financial and in-kind support from these partners helps deliver information to soybean growers and advisors on how they can best actively manage SCN on their farms.

MEASURING

soybean grower knowledge.

A 2015 quantitative study of nearly 1,100 soybean growers in 17 states revealed they aren't fully aware of the impact the weakening of SCN resistance can have on yield or that new management tools like nematode-protectant seed treatments and soybean varieties with different sources of resistance such as Peking were available.



GROWER PERCEPTION OF SCN YIELD LOSS VS. REALITY

On average, growers believe SCN reduces soybean yield by 5.1 bu. per acre. Data from 15 years of variety trial experiments in growers' fields in Iowa revealed that increased reproduction of SCN populations on PI 88788 resistant varieties can decrease yield by as much as 14 bu. per acre,¹ which represents a 23% yield loss.

THE COALITION

unifies partners.

Prior to launching the Coalition at the 2018 Commodity Classic, partners were equipped with an online resource center, social media campaign and a comprehensive digital tool kit that made SCN resistance, testing and management relevant to farmers and the advisors who serve them.

MEDIA OUTREACH multiplies the message.

Regular press releases and media interviews keep active management messaging in front of the audience. Since its launch, the Coalition has established a 15.24% share of discussion through its traditional media outreach to result in **21.4 million potential impressions** among North America's soybean growers and agronomists. The Coalition won the 2019 Best of Show National Agri-Marketing Association (NAMA) award in Public Relations for its media relations campaign.



Visit TheSCNcoalition.com for more information.



VIDEO SERIES

highlights active management.

The "Let's Talk Todes" video series was launched the fall of 2020 featuring scientists talking about best management practices. During a six-week period during harvest, these videos generated more than 1.7 million impressions and 900,000 video views.

Videos featuring growers, checkoff leaders and scientists from Georgia, Iowa, Missouri and North Dakota highlighted active management of SCN, while videos in Arkansas expanded the active management message to additional soybean nematode pests more common in southern states.

A collection has also been added that explains the importance of checkoff-funded research.



LOCAL EXTENSION EDUCATION

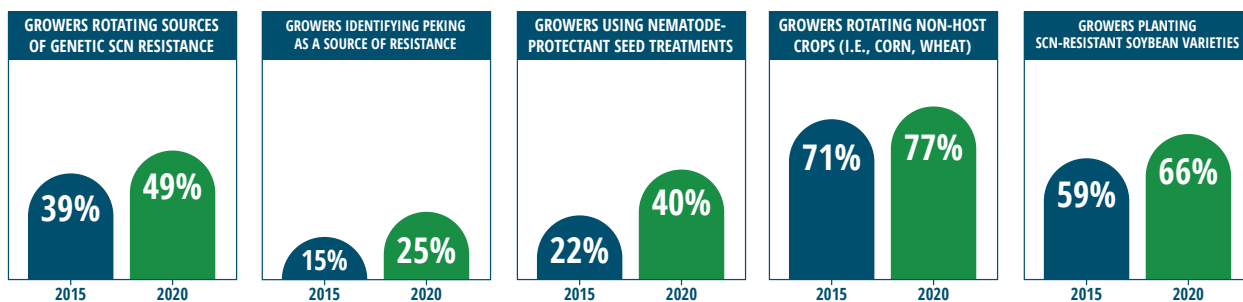
efforts expand.

Coalition experts across the U.S. and Ontario, Canada, have ramped up educational efforts to soybean growers about the importance of active SCN management. Efforts include sampling programs, Extension publications, field days and virtual meetings, directly reaching more than 10,000 soybean growers per year. Working together reduces duplication and improves efficiencies.



GROWER ACTIVATION on SCN management strategies improves.

The Coalition repeated the quantitative study in 2020 with nearly 1,000 soybean growers in 17 states. Coalition messaging about active management resonated with growers.



TRUSTED SOURCE of information.

The 2020 survey revealed growers view their seed dealer, ag media and university/extension expert as one of their top sources for making SCN management decisions.

HEARD IT FROM AG MEDIA

43%

HEARD IT FROM THEIR UNIVERSITY/EXTENSION EXPERT

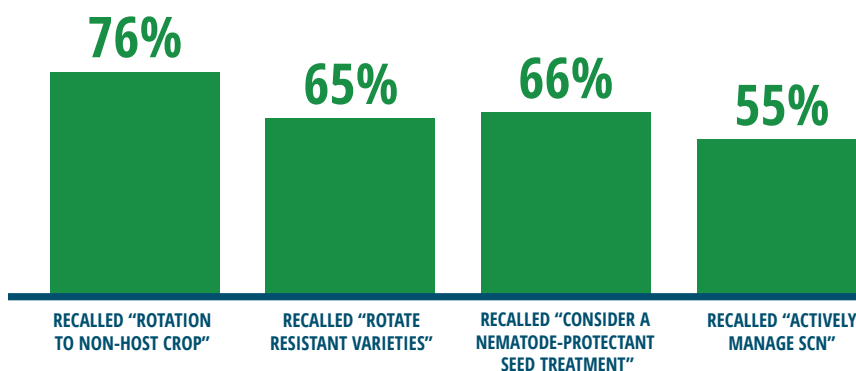
38%

HEARD IT FROM THEIR SEED DEALER

37%

LEARNING something new.

We asked some new questions in the 2020 survey that were not asked in 2015 and learned a majority of growers agreed that checkoff-funded research was important to bringing new tools to better manage SCN. Most recalled Coalition-specific messages:



ACTIVE MANAGEMENT ignites yield and growers' bottom line.

The projected economic impact of The SCN Coalition is staggering. Depending on the tool(s) growers use, 6% to 18% more are actively managing SCN than in 2015. Surveyed growers report capturing an additional 5.1 bu. per acre, adding \$48.45 per acre to their bottom line based on an average price of soybeans of \$9.50 during that time. But research demonstrates¹ that depending on the level of SCN reproduction occurring on resistant soybean varieties in growers' fields, up to 23% more yield may have been recouped by actively managing SCN.

THAT'S TENS OF THOUSANDS OF GROWERS, MILLIONS OF ACRES AND HUNDREDS OF MILLIONS OF DOLLARS.

1. McCarville, M.C., Marett, C.C., Mullaney, M.P., Gebhart, G.D., and Tylka, G.L. Increase in Soybean Cyst Nematode Virulence and Reproduction on Resistant Soybean Varieties in Iowa From 2001 to 2015 and the Effects on Soybean Yields. *Plant Health Progress*. 2017. 18(3):146-155.

Visit TheSCNcoalition.com for more information.