



North Central Soybean Research Program

Second SCN Coalition: Resistance Management and Awareness Campaign

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The purpose of the Second Soybean Cyst Nematode Coalition is to develop 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.

This project will focus on the North Central states, but with early success and additional partners, will be expanded nationally and into Canada in 2018.

Project update March 2018

Information generated by surveying growers in 17 states was used as a guide to clearly identify the SCN awareness problem and possible desired solutions.

The first grower video, a national scientific training video, a Slim Jim (small fact sheet), multiple infographics, www.theSCNcoalition.com website, a logo/lockup and messaging materials have been drafted and/or completed.

The SCN Coalition was launched at Commodity Classic in Anaheim, CA in late February this year. Events included a booth, 'what's new' session, press conference and multiple cross-marketing opportunities with partners.

With checkoff funding provided by the United Soybean Board, the SCN Coalition has expanded beyond the NCSRSP member states and developed a SCN Coalition resource center complete with state/region/partner specific information at <https://www.thescncoalition.com/>

Corn+Soybean Digest provided a multi-page layout to coincide with the launch at Commodity Classic.