

Progress Report on the
Second SCN Coalition: Resistance Management and Awareness Campaign
3/31/17

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Organization of Report:

The development of the 2nd SCN Coalition is organized into seven different steps, of which steps three through five have been active and plans are in place to begin step six. To most clearly explain progress made during this period, milestones, time frame and key performance indicators are detailed by step and presented in Table 1. Additional performance indicators for the National SCN Conference are also included in this report (Tables 2-3).

Summary of Progress:

Since the beginning of this project, we have organized and completed the National SCN Conference in Coral Gables, FL (Step 3), held the SCN Coalition Development meeting in Coral Gables (Step 4), held the SCN Resistance Management and Awareness Communication Strategy meeting (Step 5), and are in the process of scheduling potential industry partner visits (Step 6). Significant progress has been made in each step.

Step 3 performance indicators included feedback from attendees using a post-meeting survey of National SCN Conference attendees. Results demonstrated that conference organizers accomplished the objectives of the meeting and that attendees viewed the meeting 'above average' to 'much above average' when compared to similar meetings they have attended (Tables 2 and 3).

Step 4 performance indicators included the diverse attendance at the SCN Coalition building and development meeting. Specifically, fourteen industry scientists representing nine companies, nine growers representing six North Central states, five research directors from five state soybean checkoff organizations, seven scientists representing seven Universities and five professionals representing National soybean checkoff and/or media attended the meeting.

Step 5 performance indicators included the drafts of talking points, messaging, and presentations that were developed following a two-day meeting to develop the messaging and communication strategy for the 2nd SCN Coalition. This includes talking points and strategy to build the coalition with industry partners.

Step 6 is just beginning, but several visits have been scheduled with potential industry partners. Namely, Syngenta on April 24th, BASF on April 25th and Bayer on April 26th.

Anticipation of Future Progress:

During the next six months, we anticipate meeting with the potential industry partners currently scheduled and scheduling and meeting with many more. We anticipate refining messaging based on these visits, developing several messaging tools and distributing them to partners. Additionally, we anticipate submitting an additional proposal to both USB and NCSRP. We anticipate that this will allow complete *Implementation of the 2nd SCN Coalition: Resistance Management and Awareness Campaign*.

Table 1. Objectives, description and milestones, timeline and key performance indications for the development of the 2nd SCN Coalition: Resistance Management and Awareness Campaign. Steps/Objectives active in this cycle are presented in black, non-active steps are presented in gray.

Step	Description and Milestones	When	Key Performance Indicator Summary
1	<u>SCN Grower Baseline Survey</u> Information on grower awareness, perception and information acquisition preference was generated from 1,096 growers in 17 states.	2015	Survey provided overwhelming evidence that a lack of awareness about SCN and the impending SCN crisis existed among growers.
2	<u>SCN Awareness and Education Meeting</u> A strategic planning meeting with University, industry and grower representatives was held to identify needs and develop strategies to manage the SCN crisis. The concept of a 2 nd SCN Coalition was born and sub committees were developed to lead the effort; Proposal, Industry Outreach, Extension Outreach.	December 16 th -18 th , 2015	Support for a large awareness campaign was voiced, and three sub-committees were formed to design a strategy to develop the 2 nd SCN Coalition. The resulting strategy was financially supported by the North Central Soybean Research Program.
3	<u>National SCN Conference</u> A scientific conference brought together scientists from academia and industry, grower advisors and others to present and discuss research updates that have occurred since the last SCN Conference (2008). The implementation of the 2 nd SCN Coalition will began at this meeting.	December 13 th -15 th , 2016	A critical early step in coalition building was to bring together researchers to share updates. Follow-up surveys demonstrated the organizers of the National SCN Conference accomplished their stated goals and the conference was viewed as 'above average' to 'much above average' (Appendix 1).
4	<u>SCN Coalition Building and Development Meeting</u> A small gathering (roughly 30-36 people) of strategic partners (Industry, Growers, Academia) was held following the National SCN Conference. Feedback during the meeting was used as a foundation for developing the communication strategy	December 15 th , 2016	Interpretation of grower survey results (step 1), the strategic planning and mission development that occurred in step 2 and research results from step 3 were used to brainstorm how an SCN Coalition might be most successful to each group of partners. Results were a strong desire to push forward and establish messaging.

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| 5 | <p><u>Develop an SCN Resistance Management and Awareness Communication Strategy</u></p> <p>The ideas put forth and discussed in the SCN Coalition Building and Developmental Meeting (Step 4) were refined and packaged into key messages and strategies. Key members of the three original committees (Sam Markell, Albert Tenuta, George Bird, Greg Tylka, Seth Naeve and Kaitlyn Bissonnette gathered with MorganMyers (Laurie Steen and Max Wenck) at the office of Kurt Lawton (Corn Soybean Digest).</p> | February 9 th – 10 th , 2017 | <p>Drafts of talking points, messaging, and presentations were created. The draft messaging has been sent in a feedback loop among the SCN Coalition community in effort to ensure a reasonably high level of satisfaction and consensus among members.</p> <p>Industry visits were discussed and scheduling with industry partners and the United Soybean Board were discussed.</p> |
| 6 | <p><u>Securing Buy-in from Industry Partners and Early Implementation</u></p> <p>In order to solicit and earn intellectual and financial buy-in from industry partners, key members will visit private partners.</p> | Spring / Summer 2017 | <p>Several meetings with potential partners have been scheduled; including USB (April 11), Syngenta (April 24), BASF (April 25) and Bayer (April 26). Other partner visits will follow.</p> |
| 7 | <p><u>Future Implementation of the Second SCN Coalition</u></p> <p>A second proposal to the NCSRP and an accompanying proposal to USB will be drafted and submitted in May 2017. Our objective will be to secure funding and partnerships that allow the full facilitation of the 2nd SCN Coalition.</p> | Spring 2017 – Spring 2018 | <p>Currently in planning stages only.</p> |
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Table 2. Attendee responses to a survey following the National SCN Conference. Attendees were asked to rate the program content, location and field trip when compared to similar meetings that have recently attended, using a 1-5 scale, where; 1 = much below average, 2 = below average, 3 = average, 4 = above average and 5 = much above average.

<i>Category Rated</i>	<i>Number of Survey Responses</i>	<i>Mean</i>
Program Content	53	4.08
Location	54	4.00
Field Trip	26	4.31

Table 3. Attendee responses when asked if the three stated objectives of the 2016 SCN Conference were accomplished.

<i>Did we accomplish the stated objectives?</i>	<i>Response (n)</i>	
	<i>Yes</i>	<i>No</i>
'Bring together academia and industry scientists, graduate students, crop advisors and the leaders of grower groups'	54	0
'Share and discuss developments related to SCN'	54	0
'Gather feedback and perspectives from growers'	54	0