

COMMUNICATIONS THEMES

May 2023

Administered by U.S. Department of Agriculture's National Institute of Food and Agriculture (USDA-NIFA), the Hatch Multistate Research Fund (MRF) supports agricultural innovation and sustainability by providing federal funds to collaborative research projects led by State Agricultural Experiment Stations and land-grant universities. The Multistate Research Fund Impacts Program (MRF Impacts) communicates the public value of these projects.

Below we share Hatch Multistate projects that are connected to priority topics and timely themes as well as materials and messaging you may use to promote these projects.

Our latest Impact Statement: [Understanding Bioactive Dietary Chemicals \(W4122\)](#)

Sample posts with links to the Impact Statement:

- Foods & drinks we consume contain natural chemicals like vitamins that impact human health. As part of a multistate project, researchers at 22 #landgrantuniversities conduct cutting-edge research on bioactive dietary chemicals. Learn more: <https://bit.ly/DietaryChemicals> #NIFAimpacts
- Understanding bioactive dietary chemicals is key for scientists, farmers, food processors, healthcare workers & policymakers who determine nutrition requirements, maintain the safety of the food supply & prevent/treat chronic disease. See the research: <https://bit.ly/DietaryChemicals>
- See more sample social media posts in [this project's toolkit](#)

APLU Theme: Workforce Development

Sample post with link to Impact Statements:

- A multistate team is working to revitalize ag as a career path, incorporate #STEM into high school #ageducation, and train & support ag science #teachers. This work helps ensure #ag students have the skills & knowledge needed for college & career success. <https://bit.ly/STEMAgEd>
- See more sample social media posts in [this project's toolkit](#)

National Hamburger Month

Sample post with link to Impact Statements:

- This #NationalHamburgerMonth, see how research is beefing up burgers! <https://www.mrfimpacts.org/single-post/beefing-up-burgers>. These projects are supported in part by @USDA_NIFA.

National Wildfire Awareness Month

Sample posts with links to Impact Statements:

- @DRIScience & the Western Regional Climate Center coordinate #climate monitoring and share data & models that help inform fire danger outlooks & real-time operations, helping communities prepare for #wildfires in the western US. #WildfireAwarenessMonth <https://bit.ly/climate-data-monitoring>
- As part of a multistate project on the economic value of ecosystem services, scientists showed how land use planning can reduce #wildfire suppression costs & measured residents' willingness to pay for homeowner vs community fire risk reductions. <https://bit.ly/MRF-eco-services>

National Lyme Disease Awareness Month

Sample posts with links to Impact Statements:

- Multistate research has led to safe, effective, inexpensive, easy ways to control ticks, which can transmit #Lyme disease. For example, studies found that bait boxes with a certain fungus reduce blacklegged tick nymphs by 78-95%. <https://bit.ly/ticks-mosquitoes> #LymeDiseaseAwarenessMonth
- It's #LymeDiseaseAwarenessMonth. Mapping & predicting tick range is key to knowing when & where certain control measures are needed. Multistate research is helping model tick range and test control measures: <https://bit.ly/ticks-mosquitoes> #LymeDisease #NIFAimpacts

National Egg Month

Sample posts with links to Impact Statements:

- Eggs are popular, but many consumers are concerned about chicken welfare. A multistate research team has made numerous advances in reducing chicken stress from lighting, heat, cages, or other factors: <https://bit.ly/poultry-welfare> #NationalEggMonth #landgrantuniversities #NIFAimpacts
- Its #NationalEggMonth! See how collaborative research by #landgrantuniversities is making poultry and egg production more efficient and environmentally friendly: <https://bit.ly/poultry-welfare>

National Barbecue Month

Sample posts with links to Impact Statements:

- It's BBQ season! See how #landgrantuniversities are collaborating to improve the production, quality, and food safety of your favorite meats to barbecue! <https://www.mrfimpacts.org/single-post/throw-some-science-on-the-barbie> #barbecue #grilling #bbq

May 20 | World Bee Day

Sample posts with link to Impact Statement:

- See how land-grant university researchers & Extension specialists are working together to protect the #bees that pollinate our crops: <https://bit.ly/MRF-bees> #WorldBeeDay #pollinators #NIFAimpacts #AgIsAmerica
- A multistate team of scientists is using chemical ecology to protect pollinators from pesticides & disease. @CAFE_UMass found that exposure to pollen from sunflowers can reduce pathogen infection in bumblebees <https://bit.ly/chemical-ecology>
- A multistate team of scientists is using chemical ecology to protect pollinators from pesticides & disease. @CornellCALS researchers determined whether common co-occurring exposures to pesticides result in synergistic toxicity in bees. <https://bit.ly/chemical-ecology>
- A multistate team of scientists is using chemical ecology to protect pollinators from pesticides & disease. @UCDavisCAES identified floral chemistry traits and microbial communities that affect the patterns or preferences of honey bees & carpenter bees. <https://bit.ly/chemical-ecology>

May 22 | International Day for Biological Diversity

Sample post with link to Impact Statement:

- Land-grant universities are collaborating to protect biodiversity by conserving plant material in genebanks, ensuring pesticides don't harm non-target species, protecting beneficial soil microbes, mitigating climate change & more: <https://www.mrfimpacts.org/impact-statements/categories/biodiversity> #BuildBackBiodiversity

May 25 | National Wine Day

Sample post with link to Impact Statement:

- Land-grant universities are working together to improve the production and quality of US wines by identifying and breeding grape varieties that are better suited to climates and common pests/diseases in the US. Learn more: <http://bit.ly/MRF-Wine> @NERASAES #NationalWineDay #wine

May 29 | Composting Day

Sample post with link to Impact Statement:

- As part of a team of researchers studying agrochemicals, scientists at @CFAES_OSU are looking at herbicide persistence in composts and developing low-cost amendments that can remediate contaminated #compost. <https://bit.ly/MRF-agrochemicals> #CompostingDay #MRFimpacts #NIFAimpacts