

# COMMUNICATIONS THEMES

April 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.

## National Pest Management Month

### Impact Statements:

- All pest management Impact Statements: <https://bit.ly/MRF-pestmgmt>
- Integrated Pest Management in the North Central Region: <https://bit.ly/NC-IPM>
- Integrated Pest Management in the Western Region: <https://bit.ly/Western-IPM>
- Integrated Pest Management in the Northeast Region: <https://bit.ly/MRF-NEIPM>

### Sample posts:

- Since 1963, a @USDA\_NIFA-funded multistate project has helped establish 50,000 registered specialty crop uses for pesticides that are safe & effective. @CANRatMSU @UMESNews @UFCALS and @ucdavisCAES provide regional coordination. <http://ir4project.org> #NPMM #60yearsofIR4
- @CFAES\_OSU @ACESIllinois @UWMadisonCALs & other #landgrantuniversities in the Midwest are teaching farmers and pest control professionals how to manage pests safely: <https://bit.ly/NC-IPM> #PestManagementMonth #NPMM #AgIsAmerica
- Integrated pest management combines strategies, such as natural predators, resistant crops & pesticides, to provide sustainable, cost-effective pest control. Since 1996, northeastern states have joined forces with the @USDA & @EPA to coordinate IPM: <bit.ly/MRF-NEIPM> #NPMM
- A multistate research team is finding ways to harness natural plant defenses to thwart pests. Natural alternatives help pest control pros reduce reliance on pesticides that pose risks to environmental & human health: <https://bit.ly/chemical-ecology> #PestManagementMonth #NPMM
- Scientists developed new pest control products that use bacteria, fungi, parasitic worms & other microbes instead of chemicals. These products are especially useful for organic crops or areas with strict limits on pesticides. <https://bit.ly/microbial-pest-control> #PestManagementMonth #NPMM
- As part of a broader multistate project on mosquito management, @RutgersSEBS designed an urban mosquito control program, in which scientific advisors guide residents. A town that tested the program saw a 76% reduction in mosquito biting. <https://bit.ly/ticks-mosquitoes> #NPMM
- On farms, flies reduce livestock productivity & spread diseases. Damage and control costs >\$2 billion/year in the U.S. A multistate research team is developing cost-effective, environmentally friendly ways to control flies on farms. <https://bit.ly/MRF-flies> #NPMM
- Stink bugs are a severe agricultural pest and an indoor nuisance in the mid-Atlantic U.S., but scientists at 9 land-grant universities are developing safe, affordable, effective control options: <http://bit.ly/MRF-StinkBugs> #pestcontrol #NPMM

## National Pecan Month

### Sample posts with link to Impact Statements:

- Happy #NationalPecanMonth! Since 1972, a multistate team has worked with farmers & government agencies to improve pecan pest management. Decreased pesticide use has saved farmers millions of dollars and reduced human & environmental health risks. <http://bit.ly/MRF-pecans>
- U.S. farmers produce 75% of the world's pecan crop, but pecan orchards nationwide face serious pest issues. Research & Extension provide pecan growers with effective management options, such as traps, repellents & chemical pesticides: <http://bit.ly/pecan-pests> #NationalPecanMonth

## National Soyfoods Month

### Sample post with link to Impact Statement:

- Soybeans are affordable, protein-rich, and used in many food products. See how land-grant university scientists & Extension educators are helping soybean farmers manage diseases and ensuring a safe, steady supply of soy foods: <http://bit.ly/soybean-diseases> #NationalSoyfoodsMonth

## April 7 | World Health Day

### Sample posts with links to Impact Statements:

- It's #WorldHealthDay! See how #landgrantuniversities collaborate to keep humans and the planet healthy: <https://bit.ly/MRF-Health>. These projects are supported in part by @USDA\_NIFA. #HealthForAll #WHO75

## April 7 | National Beer Day

- Cheers to the research that goes into a glass of beer! Learn how researchers at land-grant universities are collaborating to improve the production and marketing of beer and its ingredients: <https://www.mrfimpacts.org/single-post/cheers-to-beer-science> #AgIsAmerica #NIFAimpacts #cheers #NationalBeerDay

## April 14 | National Pecan Day

- See National Pecan Month posts above; change hashtag to #NationalPecanDay and/or #PecanDay

## April 22 | Earth Day

### Sample posts with links to Impact Statements:

- Research is essential to finding ways to protect our planet. See the impacts of collaborative agricultural research projects on environmental health: <https://bit.ly/MRFenvironment> #InvestInOurPlanet #EarthDay
- Researchers nationwide are working together to develop & implement innovative practices/tools that reduce agriculture's environmental impact: <https://bit.ly/MRFenvironment>. These projects are supported in part by @USDA\_NIFA & led by #landgrantuniversities. #InvestInOurPlanet #EarthDay
- See how collaborative research and Extension at public #landgrantuniversities fosters innovation and empowers us to implement broad, equitable solutions that protect our planet: <https://bit.ly/MRFenvironment> #InvestInOurPlanet @USDA @AgIsAmerica
- Bioproducts can improve energy security, food security & national security while also cutting back on fossil fuel-related pollution & climate change. Land-grant universities are collaborating to develop the info, tech & skills for a bioeconomy: <bit.ly/biobased-systems> #EarthDay
- As part of a project on #biobased systems, @CANRatMSU & @CFAES\_OSU calculated the life cycle sustainability of new bio-based products and processes, which helps policymakers, farmers & processing companies make decisions. <bit.ly/biobased-systems> #EarthDay #InvestInOurPlanet
- As part of a MRF project on #biobased systems, @ClemsonCAFLS designed aquaculture systems to produce #biomass & #biofuels while also capturing carbon. @Facilities\_CU adopted the systems to reduce the campus carbon footprint: <bit.ly/biobased-systems> #EarthDay #InvestInOurPlanet

## April 25 | World Malaria Day

### Sample posts with links to Impact Statements:

- Malaria led to 619,000 deaths in 2022. Multistate research found that fungi can impair the ability of mosquitoes to transmit malaria thru their bites. Another study led to biomarkers for tests that determine bite intensity & malaria risk. <https://bit.ly/ticks-mosquitoes> #WorldMalariaDay

## April 28 | Arbor Day

### Sample posts with links to Impact Statement:

- Through field guides, educational materials, technical papers & hands-on trainings, scientists & Extension educators helped #forest managers, woodland owners, arborists & the public understand eastern white pine health issues: <bit.ly/MRF-pine> #ArborDay
- Happy #ArborDay! See how land-grant university research & Extension are working together to protect tree health: <https://bit.ly/MRF-forestry>

## April 29 | World Veterinary Day

- It's #WorldVeterinaryDay! Multistate research has provided #veterinarians with the information + tools that help them treat infections + protect animal health without encouraging the development of antimicrobial-resistant pathogens. <https://www.mrfimpacts.org/single-post/managing-antimicrobial-resistance-nc1206-2017-2022> #AMR #NIFAimpacts