

Q2/2016 Report



**A COMMUNICATIONS AND MARKETING INITIATIVE
OF THE
ADMINISTRATIVE HEADS SECTION
COOPERATIVE EXTENSION SECTION
EXPERIMENT STATION SECTION
OF THE
APLU BOARD ON AGRICULTURE ASSEMBLY**

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I. EXECUTIVE SUMMARY

During this quarter, kglobal continued to bolster our traditional and digital media efforts to meet our primary goals: educating our audiences - members of Congress, industry leaders, and the media - and growing our audiences on our platforms.

We continued to focus our content on the importance of the American land-grant university system and its contribution to all facets of society. This report showcases kglobal's activities over the past quarter (April - June), broken down into the following categories:

- Traditional Media
- Digital Media
- Monthly Newsletter
- Events

TRADITIONAL MEDIA HIGHLIGHTS

kglobal coordinated with researchers, scientists, Extension educators, and communication specialists to draft and place numerous land-grant stories. These stories covered important agriculture topics such as water contaminants, pollutants, and virtual herbariums, and showcased local, regional, and national research and Extension efforts by land-grant universities and institutions.

Each story was shared on AgisAmerica's social platforms, website, and monthly newsletter.

| | |
|--------------------------------|---------------------|
| National and Local Placements: | 450 |
| Views and Hits: | 105,725 |
| Top Placement: | Deseret News |

DIGITAL MEDIA HIGHLIGHTS

Our digital media strategy emphasized the recruitment of land-grant alumni, reporters, legislators, and others likely to engage with our content. We targeted these followers with content drawn from the universities themselves to support the project's larger goal of building awareness of the value of the land-grant system.

Our digital media efforts begin on AgisAmerica.org, where we host our blog posts and longer form feature content. We link to the website through social media posts on Twitter and Facebook. Separately, we also held a Twitter Town Hall to highlight specific programming at Virginia Tech.

MONTHLY NEWSLETTER HIGHLIGHTS

kglobal issues a monthly newsletter, Why Ag Matters, that recaps our efforts and includes some of our most popular content. We reach internal and external audiences, send the newsletter via email and share it across our social media platforms. We continue to see growth and engagement with our newsletter audience.

| | |
|----------------------------|---------------|
| Newsletter list (2012): | 86 |
| Newsletter list (present): | 455 |
| Website subscribers: | 126 |
| Newsletters issues in Q2: | 4 |
| Average open rate: | 29% |
| Average click rate: | 11.85% |

EVENT HIGHLIGHTS

kglobal attended and presented at the Association for Communication Excellence in Agriculture, Natural Resources and Life and Human Resources (ACE) conference in Memphis, TN in June. Partner Jenny Nuber gave a presentation on June 16th about how to leverage Twitter Town Halls to reach new audiences. We distributed takeaway publications to the attendees and, as a result of a connection made at the conference, hosted a July Twitter Town Hall with the University of Kentucky's resident Zika expert.

II. TRADITIONAL MEDIA

Our traditional media strategy encompasses print, broadcast, and corresponding online news sites. This quarter we shared stories highlighting agricultural research and news from land-grant universities and Extension with national audiences; better established scientists, Extension educators, and researchers as credible messengers and sources of information; and furthered our relationships with university communications specialists and the media. Our efforts resulted in 450 placements in local and national media outlets with 105,727 views and hits, as well as engagement with media contacts and influencers.

MEDIA LISTS

We continued to expand our media lists and strategically engage with journalists and reporters on social media. Our media lists reflect both location and beat (a reporter's topic of interest and area of expertise) to better target media and continue to place stories in target outlets.

RELATIONSHIPS WITH THE MEDIA

Our interactions and correspondence with members of the media was a high priority for this past quarter. We engaged with numerous media contacts through traditional and social media, especially via Twitter. Specifically, we sent personalized emails or direct messages, crafted personalized tweets, and engaged with journalists' content.

EDITORIAL CALENDAR

To guide our traditional and digital media efforts, we updated our editorial calendar with local, regional, national, and evergreen news hooks from April through June.

Our editorial calendar intentionally highlights national news hooks that align with topics listed on the AgisAmerica website such as National Barbecue Month, National Strawberry Month, and National Garden Month. This helps us strategically synchronize our traditional and social media content with national topics to increase engagement with new and current audiences.

Our editorial calendar follows the legislative calendar, highlights national observances, and includes university-specific events. It helps us prioritize our content and coordinate our messaging across all platforms.

We also align university stories with our news hooks, for example, highlighting Extension's food safety tips for grilling during National Barbecue Month. By doing this, we help insert land-grant universities into timely, relevant conversations occurring in traditional media as well as on Twitter and Facebook.

Finally, we continue to share our news hooks and editorial calendar with university communications specialists on a monthly basis. This encourages communicators to engage with AgisAmerica on social platforms and continues to reinforce the trust and relationship between AgisAmerica and the land-grant universities. Communication specialists are very receptive and frequently ask to receive news hooks, send us content to align with our editorial calendar, and incorporate our suggested resources into their own collateral.

RELATIONSHIP WITH COMMUNICATIONS SPECIALISTS

We identified and continue to regularly communicate with representatives at every land-grant university in our designated districts. By fostering these relationships, we receive more content for AgisAmerica, which results in increased opportunities for traditional and digital media engagement.

We include our editorial calendar and monthly news hooks in our monthly email to communicators. In response, university communications specialists share their own news hooks or relevant stories. Our specific listserv for communication specialists now exceeds 100 contacts.

In addition to our monthly news hooks email, we also continue to send our regular monthly newsletter, *Why Ag Matters*. By cross-promoting the newsletter's content on all

platforms, we fulfill a two-fold mission: encourage more university professionals to sign up for our newsletter and encourage more university contacts to send us content.

TRADITIONAL MEDIA EFFORTS

Our traditional media efforts spotlight multiple land-grant universities and institutions in our designated districts. We garnered 450 placements in local and national media and 107,725 views and hits.

We worked with land-grant university communications specialists, Extension educators, researchers, and other contacts to develop and share land-grant stories that aligned with national narratives already occurring in the news. By calling attention to timely, relevant multistate or regional teaching, research, and Extension efforts, we showcased the importance of the entire land-grant system and its impact that often crosses state lines.

April Feature Story: Eleven Land-Grant Institutions Work Across State Lines to Reduce Water Contaminants

To view this feature story in full, please reference Appendix A.

May Feature Story: Partnership Between Dozens of Land-Grant Institutions Helps Create National Atmospheric Deposition Program

To view this story in full, please reference Appendix B.

June Feature Story: Seventeen Land-Grant Institutions Develop Virtual Herbaria

To view this story in full, please reference Appendix C.

III. DIGITAL MEDIA

WEBSITE

Our digital media efforts begin on AgIsAmerica.org, where we host our blog posts and longer form feature content.

Through metrics analysis, we have honed a content formula for our short blog posts that drives home two points: what is the problem, and how are land-grants solving it? Each post focuses on one university and includes a link back to their website. Our blog posts fall into the following categories: Water Security; Nutrition & Health; Food Security; Youth, Family, and Communities; Environmental Stewardship; Agricultural Systems; and Energy & Bioproducts. These categories align with those listed on the National Impact Database to demonstrate cohesion and consistency across platforms and brands.



Our featured content includes both traditional press releases and interviews with land-grant specialists. They are longform pieces that highlight land-grant universities and Colleges of Agriculture staff and research.

SOCIAL MEDIA

As part of our engagement strategy, we continue to share AgIsAmerica.org blog posts and feature longform content on social media. This approach uses our social media platforms as a content funnel, directing readers back to our website, and then on to universities' websites.

We also frequently share or retweet research and Extension content to amplify their reach and cross-pollinate our following. Over the course of the quarter, we shared numerous blog posts, news releases, and land-grant stories that align with our editorial priorities. We also regularly participated in larger social media conversations around current events using trending hashtags.

Social media is an ever-evolving platform, and we continuously analyze our social metrics to ensure we stay abreast of new developments.

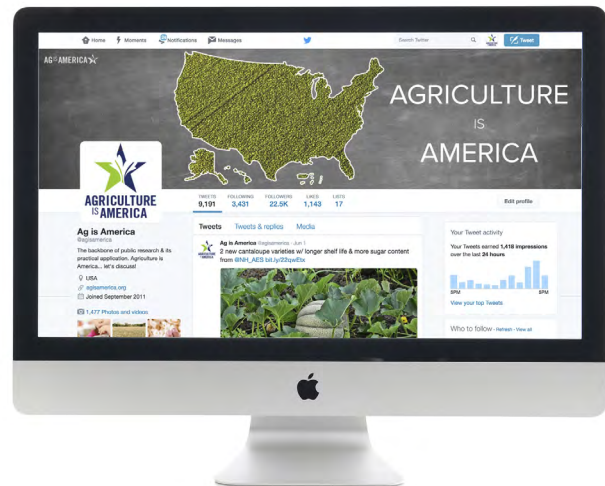
To share and suggest research, teaching or Extension updates, please email terri.baumann@kglobal.com and elliott.carter@kglobal.com

TWITTER

To date, we have amassed a Twitter following of 22.6 thousand on our @agisamerica account. Twitter is the leading social platform, and we use it to share a consistent daily stream of land-grant content.

We also use Twitter to support our traditional media efforts. This includes tweets about our press releases and land-grant interviews. We also specifically target and engage with members of the national and local media and bloggers.

During this quarter, we continued to host Twitter Town Halls to showcase specific initiatives at universities across the country. Twitter Town Halls allow us to start conversations that enhance brand awareness and connect with current and new followers. This quarter, we hosted a Town Hall with Virginia Tech's College of Agriculture and Life Sciences. The focus of the event was food safety and how everyone from producers to consumers can employ best practices.



VIRGINIA TECH TWITTER TOWN HALL

Our Twitter Town Hall with Virginia Tech CALS took place on May 26th from 2:30 - 3:30. The event sought to highlight how Virginia Tech scientists and Extension educators inform and share information on food safety. We promoted the event with social media ads, traditional media pitching, a special newsletter, and a longer form interview that we posted on AgIsAmerica.org.

Our topline metrics for the event are below:

| | |
|--------------|------------------|
| Tweets: | 144 |
| Reach | 157,330 |
| Impressions: | 1,434,341 |

We saw great grassroots engagement with the Town Hall and fielded questions from several high profile participants. Congressman Morgan Griffith submitted two questions, as did the mayor of Blacksburg. Tweets from the event were retweeted by USDA NIFA and Rep. Griffith's communications director. Virginia Tech internal engagement came from President Timothy Sands, Joseph Hunnings, Karen Vines, and the VT Department of Technology.

FACEBOOK

To date, AgIsAmerica has amassed a Facebook following of 13 thousand fans. Facebook has lost a share of its userbase to newer platforms, but overall, it is still the most widely used social platform. Because of this, we consider it a critical social network for cementing our brand.

As with Twitter, we use Facebook to funnel readers back to our website, and to share content from across the land-grant network. Because Facebook doesn't have any restrictions on character count, it allows us to present content in a more descriptive way.

IV. MONTHLY NEWSLETTER

We continued our regular newsletter strategy to meet three primary goals:

- Call attention to land-grant teaching, research, and Extension efforts;
- Highlight stories that resonate with our internal and external audiences;
- Tap into another audience network.

The newsletter is sent on behalf of AgisAmerica via email through a program that allows us to analyze its metrics in real time. We share every newsletter on our digital media platforms.

This quarter, we shared four newsletters, including one promotional newsletter for our Twitter Town Hall with the Virginia Tech's College of Agriculture and Life Sciences, which had an average open rate of 26.86% and an average click rate of 4.88%.

We issued our April monthly newsletter on April 4 and garnered a 31.06% open rate and a 14.89% click rate. To view this newsletter, please reference Appendix D.

We issued our May monthly newsletter on May 3 and garnered a 30.26% open rate and a 15.22% click rate. To view this newsletter, please reference Appendix E.

We issued our June monthly newsletter on June 1 and garnered a 33.19% open rate and a 12.5% click rate. To view this newsletter, please reference Appendix F.

To date, our newsletter list consists of 455 contacts. Of these contacts, 125 contacts subscribed organically through the AgisAmerica website.

V. EVENTS

kglobal attended and presented at the Association for Communication Excellence in Agriculture, Natural Resources and Life and Human Resources (ACE) conference in Memphis in June. Partner Jenny Nuber gave a presentation on June 16th about how to leverage Twitter Town Halls to reach new audiences.

We described the preparation and procedures that we have developed over the course of past events. We also shared a more in depth case study from the successful Twitter Town Hall we hosted with Virginia Tech.

We distributed takeaway publications to the attendees and, as a result of a connection made at the conference, lined up a July Twitter Town Hall with the University of Kentucky's resident Zika expert.

VI. APPENDIX

Appendix A:

ELEVEN LAND-GRANT INSTITUTIONS WORK ACROSS STATE LINES TO REDUCE WATER CONTAMINANTS

April 26, 2016

WASHINGTON, D.C.—Eleven land-grant institutions and partner organizations are working together to improve farm drainage in order to reduce the contamination of surrounding land and water. The underground drainage systems that channel water off of fields are also prone to diverting crop fertilizers and pesticides. In 2009, researchers formed the “Project NCERA-217: Drainage Design and Management Practices to Improve Water Quality.”

“Through our collaboration with researchers across the US, we’ve developed better drainage systems that are effective on a wide variety of farmlands. These improved systems are minimizing negative environmental impacts,” said Rameshwar Kanwar, administrative advisor of NCERA-217 and Charles F. Curtiss Distinguished Professor of Iowa State University Agricultural and Biosystems Engineering.

Proper water drainage is important for farmers because it eliminates excessive wetness in soils and helps crops thrive. Good drainage also reduces soil compaction and muddiness, which makes it easier for farm machinery and workers to operate for planting and harvesting operations.

By contrast, poor drainage can lead to yield loss and increased levels of phosphorous, nitrogen, and chemicals in the surface drainage runoff, especially from manure to applied fields. Based on NCERA-217’s research, farmers can reduce this risk by avoiding the use of fertilizer on wet ground or before a forecasted rainfall. The team also provided new insights on cover crops and grasses, vegetated buffers, and wetlands that effectively manage pollutants in drainage water.

NCERA-217’s data have been extremely valuable to state governments. For instance, Iowa leveraged NCERA-217’s findings in their response to the Gulf of Mexico Task Force Action Plan.

At the national level, NCERA-217 data have been used to develop conservation standards to guide sustainable drainage practices. Overall, the implementation of improved drainage has led to a significant reduction in contaminants and a reduction of associated water quality problems.

NCERA-217 is supported, in part, through USDA's National Institute of Food and Agriculture. To learn more about this initiative, visit <http://ncra.info/>.

The participating land-grant institutions include:

- Cornell University
- University of Illinois
- Iowa State University
- Michigan State University
- University of Minnesota
- University of Missouri
- North Carolina State University
- North Dakota State University
- Ohio State University
- Purdue University
- South Dakota State University

About Agriculture Is America (AgIsAmerica)

Agriculture is America. In short, the agriculture industry – sustained in large part by the American land-grant university system through Colleges of Agriculture, Agricultural Experiment Stations, and Cooperative Extension – is integral to jobs, national security, and health. To learn more, visit AgIsAmerica.org.

Appendix B:

PARTNERSHIP BETWEEN DOZENS OF LAND-GRANT INSTITUTIONS HELPS CREATE NATIONAL ATMOSPHERIC DEPOSITION PROGRAM

May 17, 2016

Over forty land-grant institutions and dozens of partner organizations are working together to ensure the continued success of the National Atmospheric Deposition Program (NADP), which monitors pollutants in precipitation, or atmospheric wet deposition that can accumulate in soils and bodies of waters and affect plants, animals, and humans. This work fosters environmental stewardship, ensures food safety and human health, and improves agricultural productivity.

In 1993, researchers formed Multistate Research Project NRSP-3 to coordinate and support the National Atmospheric Deposition Program. Today, the NADP operates five monitoring networks with facilities across North America, including Puerto Rico, the Virgin Islands, and Canada. The NADP also has locations in Taiwan and Argentina. These networks track the

amount, distribution, and trends of different kinds of pollutants in wet deposition. This also includes one network focused exclusively on ammonia concentrations.

“Last year alone, more than 37,000 users across 150 countries used NADP data. On a daily basis, researchers use this data to understand the effects of atmospheric deposition on our ecosystems, agriculture, air quality and climate. Our goal is to provide research support, giving scientists and other experts the data they need. To date, 2015 NADP data can be found in over 200 journal articles and reports, including work on soybean pathogens moving through the atmosphere,” said Douglas Buhler, NRSP-3 advisor and director of Michigan State University AgBioResearch, and David Gay, the Coordinator of the NADP and based at the University of Illinois at Urbana-Champaign.

NADP data have also been essential to help federal agencies and other decision makers learn more about how pollutants move across the biosphere. States have used NADP data to determine the level of mercury in water before issuing advisories about mercury contamination of fish in the interest of protecting public safety.

NRSP-3 is supported, in part, through USDA’s National Institute of Food and Agriculture.

NRSP-3 also leverages federal and state funding to help keep various monitoring sites open. To learn more about this initiative, please visit <http://nadp.isws.illinois.edu/>. To learn more about the multistate research program, visit www.multistateresearchimpacts.org.

Researchers and Extension educators associated with the multistate project are represented at the following land-grant universities:

- University of California, Davis
- Colorado State University
- Cornell University
- University of Georgia
- University of Illinois
- Louisiana State University
- University of Massachusetts
- Michigan State University
- University of Minnesota
- Mississippi State University
- University of Nebraska
- University of New Hampshire
- Pennsylvania State University
- Oregon State University
- Purdue University
- Texas A&M University
- Utah State University

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Appendix C:

SEVENTEEN LAND-GRANT INSTITUTIONS DEVELOP VIRTUAL HERBARIA

June 22, 2016

Seventeen land-grant institutions and partner organizations are working together to improve digital databases of plant specimens collected across the United States. Although the U.S. has more than 625 herbaria, some records have been disjointed or were not digitized, making it difficult for researchers to access all plant specimens.

Plant data facilitates accurate ecological modeling, better land management, sustainable agricultural planning and improved assessments of climate change impacts. In 2009, researchers formed Multistate Research Project WERA-1015 to improve existing herbaria and move forward with the development of a single, national U.S. Virtual Herbarium (USVH).

“Having access to virtual herbaria is essential for land management and conservation work, which is why we need to take advantage of new digital and Web-based tools,” said Mary Barkworth, WERA-1015 advisor and director of the Utah State University Intermountain Herbarium.

WERA-1015 has developed and provided new information, protocols, and tools to individual herbaria, helping them modernize and integrate their collections. When the project began, there were only three regional or national herbarium networks, but by the end of 2015, 235 were sharing records through a regional network. By providing free access to verifiable, downloadable information on plants and their distribution, these networks save researchers the time and cost of traveling to specific plant sites or specimen libraries.

A survey conducted in August 2015 showed there were approximately 17 million records accessible through one of the major networks, a huge increase over the amount reported in 2011. WERA-1015 has also encouraged specimen collectors to adhere to international guidelines and use new tools to record higher quality information.

WERA-1015 is supported, in part, through USDA’s National Institute of Food and Agriculture.

To learn more about this project, please visit <http://usvhproject.org/>. For more on the multistate research program, please visit www.multistateresearchimpacts.org.

The participating land-grant universities include:

- Auburn University
- University of California, Davis
- Delaware State University
- University of Georgia
- University of Hawaii
- Iowa State University
- Kansas State University
- Louisiana State University
- Michigan State University
- Mississippi State University
- University of New Hampshire
- Oregon State University
- Rutgers State University of New Jersey
- Utah State University
- University of Vermont
- West Virginia University
- University of Wisconsin

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Appendix D:

WHY AG MATTERS (AGISAMERICA'S MONTHLY NEWSLETTER)

Your monthly snapshot of the extraordinary work from our land-grant universities, institutions, and Colleges of Agriculture compiled by Agriculture is America.

Thirteen Land-Grant Universities Work Across State Lines to Improve Equine Farm Sustainability

Researchers from 13 land-grant universities examined equine operations and developed educational programs about horse and environmental stewardship. In the Northeast and Mid-Atlantic states alone, more than 428,000 horses, ponies, and mules are living on 65,000

farms, and each horse produces about 50 pounds of manure every day. Water runoff from manure, horse feed, and bedding can pollute nearby bodies of water. To devise sustainable, safe strategies for equine operations, these researchers formed the multi-state research project NE-1041 “Environmental Impacts of Equine Operations.”

Here’s what Mark Rieger, Dean of the University of Delaware’s College of Agriculture and Natural Resources and administrative advisor for NE-1041, said: “Research on equine operations is an important component of environmental stewardship, especially here in the Northeast. Sustainable farm practices can increase safety for farmers, their horses, and neighboring communities and ecosystems. That’s why we’ve been working together to develop alternatives to the most expensive challenges associated with horse farming, like waste removal.”



Ag is America @agisamerica · Mar 31

13 Land-Grant Universities collaborate to improve equine farm sustainability: bit.ly/2353r8i.



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Highlights in Research, Teaching, and Extension

- LGU Research Collaboration Helps Landowners Support Ecosystem and Reduce Erosion
- MSU Promotes National Nutrition Month: Nutritious Meals are Worth the Time, Money
- UNH Research on Growing Spinach in Winter Going Strong
- USDA: Agriculture Secretary Vilsack Announces \$18 Million Available to Support Research and Teaching at Historically Black Land-Grant Universities

Top Tweets



Ag is America @agisamerica · Mar 24

.@UF_IFAS researchers are working on hops cultivation in Florida: bit.ly/1MkSYkA



🔗 3 ❤️ 4 ⋮



Ag is America @agisamerica · Mar 18

New app from @UF_IFAS makes gardening easier. Here's how: bit.ly/1SQUNvS.



🔗 7 ❤️ 4 ⋮



Ag is America @agisamerica · Mar 15

The growth of large-scale indoor urban farming, via @UDC_CAUSES on @drshow: bit.ly/24VOAQV.



2 4



Ag is America @agisamerica · Mar 28

.@UNHExtension professor Becky Sideman says try growing spinach in the winter: bit.ly/1pC1uS1.



3 3

Top AgIsAmerica Tweets



Ag is America @agisamerica · Mar 27

Fruits, vegetables, 'farm-to-fork continuum' vital to cancer prevention, via @agsciences bit.ly/21KL5GU



2 3



Ag is America @agisamerica · Mar 29

Cost-benefit of a healthy lifestyle is no-brainer says @NIHSEPA: bit.ly/1oh51nR.



3 4



Ag is America @agisamerica · Mar 22

'Water is the lifeblood of Ag, & investing in science to preserve it is critical' 1.usa.gov/1LEKcxS #AFRI



3 4

Ag is America Retweeted



ISU ANR Extension @ISUANR · Mar 22

The @ISUDairyTeam is educating Iowans to create a #StrongIowa! #NIFAImpacts #Dairy

Dairy Retail Academy

1,850 DAIRY GROCER MANAGERS, IN-STORE DIETICIANS and HEALTH PROFESSIONALS plan to disseminate what they learned about on-farm and milk processing, dairy sustainability, and animal health and well-being to an estimated **500+** CUSTOMERS/YEAR. Dieticians will reach an estimated **400+** INDIVIDUAL CLIENTS and CONTACTS/YEAR.



3 2

Fun Fact

Did you know dog owners are 34% more likely to reach national physical activity goals? Read more from NDSU Extension Service here.

This is a monthly email highlighting some of the content featured on AgIsAmerica. Our goal is to share the land-grant story with you.

What has your local land-grant university or institution done to impact jobs, the economy, national security, water security, health or nutrition research and education?

We'd love to hear from you. We're particularly interested in updates from the Colleges of Agriculture, research accomplishments, and extension efforts. Send your ideas and questions to @AgIsAmerica with the hashtag #LGIimpact.

We also invite you to help communicate the value of land-grant institutions by:

- Sharing this newsletter
- Following AgIsAmerica on Twitter and encouraging others to do the same
- Retweeting content from @AgIsAmerica
- Mentioning us in your own tweets and linking to stories on agisamerica.org

Appendix E:

MAY 2016: WHY AG MATTERS (AGISAMERICA'S MONTHLY NEWSLETTER)

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Eleven Land-Grant Institutions Work Across State Lines to Reduce Water Contaminants

Next Twitter Town Hall to Highlight Food Safety

Ag is America @agisamerica · Mar 30
Research shows walking a dog is good for your health: bit.ly/1Rwv82g.



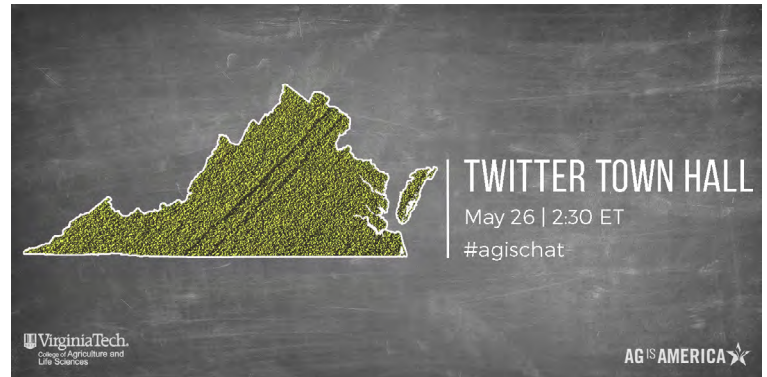
← 1 ♡ 2 ...

Ag is America @agisamerica · Apr 26
LGI research finds new ways to reduce water contamination from farm drainage: bit.ly/1XUz1Cu #CropPerDrop



← 1 ♡ 3 ...

On Thursday May 26th, AgIsAmerica is hosting a Twitter Town Hall with Virginia Tech. Research and Extension experts from Virginia Tech's College of Agriculture and Life Sciences (CALs) will be on hand to answer your questions about all things research, teaching, and Extension and food safety in particular.



The Town Hall will take place 2:30-3:30 PM ET. Submit your questions using the hashtag #agischat to AgIsAmerica or Virginia Tech now. Hope you will engage with us!

Highlights in Research, Teaching, and Extension

USDA Grant Expands UNH Research on Managing Parasitic Roundworms
 UVM's goCrop Software Improves Farm-Based Nutrient Management Planning
 Oregon State: Have a Date With Your Shrub Before Getting Out the Clippers

Top Tweets

 **Ag is America** @agisamerica · Apr 15
 Learn from @MSUExtService on the role of "gray water" in water conservation:
bit.ly/1SflZjf




← 1 ♡ 3 ⋮

 **Ag is America** @agisamerica · Apr 22
 These are the best spinach varieties for your garden: bit.ly/1Vp9gwk via @utagresearch



← 3 ♡ 4 ⋮

Top AgIsAmerica Tweets

 **Ag is America** @agisamerica · Apr 12
This is a drone-tractor, via @ModFarm
#TractorTuesday bit.ly/1UnSgGp



← 3 3 ...

 **Ag is America** @agisamerica · Apr 6
.@universityofga investigates the power of
blueberries via @USDA_NIFA:
bit.ly/1MT8i32 #AFRI




← 1 4 ...

 **Ag is America** @agisamerica · Apr 6
.@USDA_NIFA research: Aronia berries rich
in micronutrients that may prevent cancer:
bit.ly/1Nw2IYe



← 5 4 ...

 **Ag is America** @agisamerica · Apr 20
#DidYouKnow land-grant universities were
started by Pres. Lincoln? bit.ly/23XjmWH
@WIRED



← 4 8 ...

Fun Fact

Did you know radishes are full of vitamin C but can lose their nutrients if stored for an extended length of time if you leave their leaves on? Check out this Michigan State University Extension article to read more.



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What has your local land-grant university or institution done to impact jobs, the economy, national security, water security, health or nutrition research and education?

We'd love to hear from you. We're particularly interested in updates from the Colleges of Agriculture, research accomplishments, and extension efforts. Send your ideas and questions to @AgIsAmerica with the hashtag #LGUimpact.

We also invite you to help communicate the value of land-grant institutions by:

- Sharing this newsletter
- Following AgIsAmerica on Twitter and encouraging others to do the same
- Retweeting content from @AgIsAmerica
- Mentioning us in your own tweets and linking to stories on agisamerica.org

Appendix F:

Why Ag Matters

Your monthly snapshot of the extraordinary work from our land-grant universities, institutions, and Colleges of Agriculture compiled by Agriculture is America.

Partnership Between Dozens of Land-Grant Institutions Helps Create National Atmospheric Deposition Program

Over forty land-grant institutions and dozens of partner organizations are working together to ensure the continued success of the National Atmospheric Deposition Program (NADP), which monitors pollutants in precipitation, or atmospheric wet deposition that can accumulate in soils and bodies of waters and affect plants, animals, and humans. This work fosters environmental stewardship, ensures food safety and human health, and improves agricultural productivity.

Here's what Douglas Buhler, NRSP-3 advisor and director of Michigan State University AgBioResearch, and David Gay, the Coordinator of the NADP and based at the University of Illinois at Urbana-Champaign, said: "Last year alone, more than 37,000 users across 150 countries used NADP data. On a daily basis, researchers use this data to understand the effects of atmospheric deposition on our ecosystems, agriculture, air quality and climate. Our goal is to provide research support, giving scientists and other experts the data they need. To date, 2015 NADP data can be found in over 200 journal articles and reports, including work on soybean pathogens moving through the atmosphere."

[Read more here.](#)

Guest Feature: Prevention Education Helps Families, Saves Millions

By Dr. Chris Boerboom (North Dakota State University) and Dr. Daryl Buchholz (Kansas State University)

More than 45 million Americans live below the poverty line, and in 2014, over 17 million American households were food insecure, meaning they had difficulty providing enough food for all household members or lacked sufficient resources for food. More than one-third, or 78.6 million, of U.S. adults are obese, and more than 117 million Americans are living with at least one chronic health condition. These facts should be viewed as unacceptable by lawmakers in Washington and academics alike, but how can we help our fellow Americans make a better life for themselves and their families?

[Read Drs. Boerboom and Buchholz's commentary here.](#)

Meet the Food Safety Experts and Extension Educators: Renee Boyer, Monica Ponder, and Laura Strawn

Before our Twitter Town Hall, AgIsAmerica sat down with three researchers and Extension specialists at Virginia Tech to learn more about food safety and how it impacts both individuals and industry. [Read our Q&A in full here.](#)

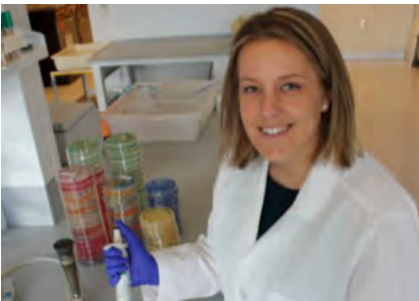
Photos courtesy of Virginia Tech College of Agriculture and Life Sciences



Renee Boyer is an associate professor of food science and technology and Virginia Cooperative Extension specialist in the College of Agriculture and Life Sciences. Professor Boyer leads Virginia's Food Safety Team and Extension programs that focus on Consumer Food Safety Education. She earned her Ph.D. and master's degree from Virginia Tech and her B.S. from Radford University.



Monica Ponder is an associate professor of food science and technology in the College of Agriculture and Life Sciences. Professor Ponder is an expert in probiotics and food borne diseases as well as validating processes for reduction of pathogens in foods. She earned her Ph.D. from Michigan State University and her B.A. from Miami University.



Laura Strawn is an assistant professor of food science and technology in the College of Agriculture and Life Sciences. Professor Strawn is an expert in microbial safety of produce production at both the pre- and post-harvest level as well as the development of educational materials and trainings for producers, packers, and processors. She earned her Ph.D. from Cornell University, her M.S. from the University of Florida, and her B.S. from University of California, Davis.

Highlights in Research, Teaching, and Extension

- University of Nebraska-Lincoln: Gardening for the Health of it!
- University of New Hampshire: UNH Finds Benefits of Growing Peppers in High Tunnel Greenhouses
- University of Florida: Avocado Tree-Destroying Pathogen Spreading
- University of California, Davis: UC Davis Studies the Effects of a Grapevine's Environment

Top Tweets



Ag is America @agisamerica · May 18

40 LGUs & partner orgs create nat'l atmospheric deposition program:
bit.ly/1TFgCps #LGUimpact #NIFAimpacts



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Ag is America @agisamerica · May 16

Over 80,000 people volunteer for the Master Gardener program each year:
bit.ly/257gs5w #cesvalue #coopext



4 6

Ag is America Retweeted



UK College of Ag @UKAgriculture · May 6

Dr. Ramaswamy, @USDA_NIFA Director, visits @universityofky horticulture research farm. #UKAg #WeGrowSustainability



6 6

Ag is America Retweeted

MSU CollegeofAg @MSUCollegeofAg · May 5

Lambing season at #MontanaState! Here's looking at ewe!
#collegelivestock #campuscutie



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Fun Fact

Did you know probiotics are live organisms that can improve digestion? Probiotics can be found in yogurt and fermented foods like sauerkraut. Read more about food safety in our Q&A with Virginia Tech's Food Safety Experts and Extension Educators: Renee Boyer, Monica Ponder, and Laura Strawn.

This is a monthly email highlighting some of the content featured on AgIsAmerica. Our goal is to share the land-grant story with you.

What has your local land-grant university or institution done to impact jobs, the economy, national security, water security, health or nutrition research and education?

We'd love to hear from you. We're particularly interested in updates from the Colleges of Agriculture, research accomplishments, and extension efforts. Send your ideas and questions to @AgIsAmerica with the hashtag #LGUimpact.

We also invite you to help communicate the value of land-grant institutions by:

- Sharing this newsletter
- Following AgIsAmerica on Twitter and encouraging others to do the same
- Retweeting content from @AgIsAmerica
- Mentioning us in your own tweets and linking to stories on agisamerica.org