

# COMMUNICATIONS THEMES

August 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 Statements:

### [Sustainable Management of Nematodes in Plants & Soils \(NE-2140\)](#)

- Nematodes (tiny roundworms) can be beneficial to agriculture, but some species impair crop yield & quality. Land-grant university researchers & Extension educators nationwide are working together to find & share sustainable, low-cost ways to manage nematodes: <https://bit.ly/MRF-Nematodes>
- Note: this project won the 2023 Northeast Region's Excellence in Multistate Research Award*

### [Understanding and Mitigating the Adverse Impacts of Agrochemicals \(W-4045\)](#)

- Researchers from 20+ Agricultural Experiment Stations are studying the fate of agrochemicals (pesticides, herbicides, fertilizers, pharmaceuticals, microplastics, etc.) and developing ways to mitigate their adverse impacts on organisms and ecosystems: <https://bit.ly/MRF-Agrochemicals2023>
- Note: this project won the 2023 Western Region's Excellence in Multistate Research Award*

## August 3: National Watermelon Day

Watermelons with hollow heart are safe & tasty but many consumers are afraid to eat them. As part of a multistate project, @NCStateCALs identified varieties that resist hollow heart. See other ways research is improving fruit quality: <https://bit.ly/fruitsshelflife> #watermelon

## August 6-12: National Farmers Market Week

It's #FarmersMarketWeek! A team of land-grant universities is helping growers boost sales. For example, workshops helped 900 farmers & farmers market managers set prices for produce. 1 year later, 75% had increased customer base & sales. <http://bit.ly/Marketing-Produce>

Multistate research affects #FarmersMarkets in many ways. Research teams are assessing consumer preferences, helping farmers label products, ensuring food safety, developing farmers markets for low-income areas & food deserts, and more. <http://bit.ly/Marketing-Produce> <http://bit.ly/MRF-Marketing>

As part of a Hatch Multistate project on marketing, @UKAgriculture @CSUAgSci & @UTIAg found that biweekly pop-ups selling local fresh produce at a sliding scale have improved food access for low-income communities. <http://bit.ly/Marketing-Produce> #FarmersMarketWeek #NIFAimpacts

## August 19: National Potato Day

[Hatch Multistate projects](#) on potatoes

[Graphic](#) featuring potato research

Over 70% of #potato varieties grown in the U.S.—and all potato varieties released in the past five years—were created using genetic material from the U.S. Potato Genebank. Learn more: <https://bit.ly/us-potato-genebank> #NationalPotatoDay #NIFAimpacts

Scientists from @USDA @uidaho @MSUCollegeofAg @wsucahnr & @UWMadisonCALs developed virus detection training for potato growers, inspectors, and regulators so they can act quickly and prevent serious losses. <https://bit.ly/MRF-potato-viruses> #NIFAimpacts #landgrantuniversities #PotatoDay

Using genetic material from the U.S. Potato Genebank, scientists bred #potatoes with traits that benefit human health. For example, @OSUAgScience bred potatoes with more folate, which helps prevent birth defects. <https://bit.ly/us-potato-genebank> #landgrantuniversities #NationalPotatoDay

## August 20: National Honey Bee Day

It's #NationalHoneyBeeDay! See how @USDA\_NIFA-supported land-grant university researchers & Extension specialists are protecting these essential #pollinators: <https://bit.ly/MRF-bees> #NIFAimpacts

Learn about issues affecting #honeybees that pollinate our crops & how research can help: <https://bit.ly/MRF-bees> #NationalHoneyBeeDay #NIFAimpacts #pollinators

Extension specialists are sharing findings from a multistate research project on #honeybee health. #Beekeepers following these recommendations have saved 10,000+ honey bee colonies worth millions of dollars in pollinated crops: <https://bit.ly/MRF-bees>

As part of a multistate project on #honeybee health, @PurdueAg bred honey bees with increased tendency to bite & remove mites from their bodies, which could eliminate the need for miticides. <https://bit.ly/MRF-bees>

## August 28: National Red Wine Day

Land-grant universities are working together to improve the production & quality of American wines by identifying and breeding grape varieties that are better suited to climates & common pests/diseases in the U.S. Learn more: <http://bit.ly/MRF-Wine> #NationalRedWineDay #redwine

## National Catfish Month

[Series of graphics](#) featuring catfish research

It's #NationalCatfishMonth! Thanks to multistate research, the US catfish industry is more competitive. Efficient practices & cost-saving tools have eased farmer reluctance to hybrid catfish, leading to a big increase in production. Learn more: <https://bit.ly/MRF-catfish>

A team of scientists from #landgrantuniversities is studying labeling practices to help producers of farm-raised catfish make marketing decisions that improve sales. Learn more: <https://bit.ly/MRF-fisheries-aquaculture> #NationalCatfishMonth

To boost catfish sales, scientists from land-grant universities have reduced odors, off-flavors & yellow color in catfish, which can be unappealing. See more ways research is improving catfish production & marketing: <https://www.mrfimpacts.org/single-post/catfish-research-extension> #NationalCatfishMonth

Catfish are rich in protein, vitamins, minerals & omega-3 fatty acids. See how @USDA\_NIFA-supported multistate research projects are making catfish farming more efficient and sustainable: <https://www.mrfimpacts.org/single-post/catfish-research-extension> #NationalCatfishMonth #NIFAimpacts

## National Coffee Month

As part of @USDA\_NIFA-funded multistate research projects, scientists at land-grant universities are improving coffee production and trade and studying its effects on human health. Learn more: <https://www.mrfimpacts.org/single-post/2019/08/06/national-coffee-month> #NationalCoffeeMonth #CoffeeMonth @CTAHRNews @CSUAgSci @cafnr

## National Water Quality Month

We have tons of Impact Statements featuring research and Extension that addresses water quality. They are linked in the sample posts below:

- It's National #WaterQualityMonth! An award-winning team of researchers are designing drainage structures to reduce runoff from farmland. Check out their impacts: <http://bit.ly/ag-drain-mgmt> @USDA\_NIFA
- Protecting #waterquality is essential for food production, public safety, and environmental health. See how a team of scientists is helping farmers manage fertilizers, which provide nutrients to crops but can pollute water if applied improperly. Learn more: <http://bit.ly/nutrient-mgmt> #WaterQualityMonth
- As part of a multistate research project, #landgrantuniversities are studying the fate and toxicity of agrochemicals. @ucdavisCAES @LSUAgCenter @UNL\_CASNR & @OSUAgSci made discoveries about the impacts of pesticides on #waterquality. <https://bit.ly/MRF-agrochemicals> #WaterQualityMonth
- For #WaterQualityMonth, see how members of a multistate project are using nanotechnology to remove pathogens, heavy metals, chemicals & other pollutants from water used for irrigation & drinking: <http://bit.ly/MRF-nanotech> @UCAHNR @CornellCALs @UKAgriculture @UWMadisonCALs #pfas #cleanwater
- As part of a multistate project, @ACESIllinois @KStateag @CANRatMSU & @VTCals identified ways to remove particulates like pharmaceuticals, arsenic, excess fertilizer chemicals & other harmful substances from water. These innovations protect #waterquality. <https://bit.ly/MRF-Particulates> #WaterQualityMonth
- It's #WaterQualityMonth! As part of a multistate project, researchers at @MSU\_AG @NCStateCALs & @VTCals developed drone-based systems for monitoring water quality on a large scale. Learn more: <https://bit.ly/Drones-Ag>
- A multistate team is making sure septic systems protect #waterquality. @uri\_cels recommended advanced septic systems to reduce the amount of nitrogen entering coastal waters & @utiag identified ways to remove antibiotics from septic system wastewater. <https://bit.ly/MRF-SepticSystems> #WaterQualityMonth
- An award-winning multistate research project on soil physics has led to discoveries that protect #waterquality. For example, the team's data & tools have been used to decrease runoff from farmland & minimize contaminated water from mine tailings. <https://bit.ly/soil-physics>
- As part of a @USDA\_NIFA multistate project, researchers are studying the economic benefits of #cleanwater. In particular, researchers are measuring the impacts of #waterquality on housing prices, tourism, recreation & more. <https://bit.ly/MRF-ecosystemservices> #WaterQualityMonth
- It's #WaterQualityMonth! See how researchers at @UConnCAHNR @CornellCALs @UKAgriculture & @UWMadisonCALs are using #nanotechnology to remove pathogens, heavy metals & chemicals from water used for irrigation & drinking: <http://bit.ly/MRF-nanotech> @USDA\_NIFA #waterquality
- As part of a multistate project on water management & #waterquality, @LSUAgCenter looked at saltwater intrusion in aquifers, @CFANS managed risks to drinking water & @CANRatMSU used floating wetlands to reduce algal blooms in Lake Erie. <http://bit.ly/MRF-ManagingWater> #WaterQualityMonth

## National Wellness Month

It's #NationalWellnessMonth! See how multistate research projects support human nutrition & wellbeing: <https://mrfimpacts.org/impact-statements/categories/human-health-nutrition> These projects are supported in part by @USDA\_NIFA #WellnessMonth #wellness #healthyliving