

COMMUNICATIONS THEMES

October 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.

APLU Theme: Protecting Animal and Plant Health

- See how discoveries by multistate research projects are supporting animal health and welfare: <https://www.mrfimpacts.org/impact-statements/categories/animal-health-welfare>. These projects are led by #landgrantuniversities and supported in part by @USDA_NIFA. #AgIsAmerica
- Working together, researchers and Extension educators at #landgrantuniversities across the country have improved plant health and increased the yield and quality of important crops we rely on: <https://www.mrfimpacts.org/impact-statements/categories/crop-yield-quality> #AgIsAmerica

USDA Theme: More and Better Markets

- Multistate research affects markets in many ways. Research teams are assessing consumer preferences, identifying effective marketing strategies, influencing policy and regulations, and developing new types of markets that are more accessible: <https://www.mrfimpacts.org/impact-statements/categories/marketing> #NIFAimpacts
- Scientists at #landgrantuniversities are helping expand seafood markets. For example, scientists at @uafairbanks helped fishermen explore the potential to market Alaskan seafood to local school cafeterias. <https://bit.ly/fisheries-aquaculture> #NationalSeafoodMonth #NIFAimpacts

Cultivating and Harvesting

- Harvest season is in full swing. See how @USDA_NIFA-supported multistate research projects help ensure bountiful crops: <https://www.mrfimpacts.org/impact-statements/categories/crop-yield-quality> #landgrantuniversities #AgIsAmerica

National Apple Month

- Rootstocks developed by a team of scientists at #landgrantuniversities led to a 20% increase in apple yields and enhanced apple size 10%, providing estimated economic gains of \$200 million. Learn more: <http://bit.ly/MRF-fruittrees> #NIFAimpacts #NationalAppleMonth #AgIsAmerica
- A multistate team of researchers is finding ways to enhance fruit shelf life & quality. Growers are using recommended treatments & conditioning protocols to store apple crops worth tens of millions of dollars. Learn more: <http://bit.ly/MRF-ShelfLife> #NIFAimpacts #NationalAppleMonth #AgIsAmerica
- Research & Extension has helped apple growers transition from large apple trees spaced far apart to compact rows of high-yielding, small trees, making orchard maintenance & harvest easier and increasing profitability. <https://bit.ly/MRF-fruittrees> #NIFAimpacts #NationalAppleMonth #AgIsAmerica
- Part of a broader multistate project on fruit shelf life, @CornellCALs studies showed that dynamic controlled atmosphere storage significantly delays stem end flesh browning in Gala apples. Learn more: <http://bit.ly/MRF-ShelfLife> #NationalAppleMonth #NIFAimpacts #AgIsAmerica
- As part of a multistate team developing automated machines for farms, @agsciences designed a mechanized device for #apple harvest that eliminated ladder falls and increased the number of apples harvested per second by 50%. <https://bit.ly/MRF-Automation> #NationalAppleMonth #NIFAimpacts #AgIsAmerica

National Pork Month

- [Impact Statements](#) for Hatch Multistate research projects on swine
- Researchers at #landgrantuniversities across the country are working together to improve swine health and welfare, make pork production more efficient, and minimize its environmental impacts. Learn more: <https://bit.ly/MRF-swine> #NationalPorkMonth #porktober #NIFAimpacts #AgIsAmerica
- As part of a multistate research project on meat quality, researchers found that a vitamin B3 analogue can stabilize the color of pork cuts. <https://bit.ly/MRF-ImprovingMeat> #NationalPorkMonth #porktober #NIFAimpacts #AgIsAmerica
- A multistate team of scientists found that decreasing swine nursery temps overnight can reduce energy costs without harming pig performance or welfare. This could save the industry millions per year and reduce CO2 emissions. <https://bit.ly/swinewelfare> #NationalPorkMonth #porktober #AgIsAmerica
- As part of a broader effort to make livestock production more sustainable, researchers are finding ways to reduce odors & gases from livestock facilities. Black light treatments tested by @iastate_cals scientists reduce odors from swine barns by 40-100%. <http://bit.ly/MRF-LivestockProduction>
- Researchers at land-grant universities developed cost-effective ways to detect, prevent & control viruses that cause disease in pigs. For example, @umncfans air filtration technologies have reduced transmission & increased productivity. <https://bit.ly/SwineViruses> #NationalPorkMonth #porktober #AgIsAmerica

National Seafood Month

- [Impact Statements](#) for Hatch Multistate research projects on fisheries/aquaculture
- It's #NationalSeafoodMonth! See how researchers at land-grant universities are improving management, trade, and marketing strategies for aquaculture and capture fisheries: <https://bit.ly/MRF-fisheries> #fish #aquaculture #seafood #MRFimpacts #NIFAimpacts
- Scientists at #landgrantuniversities are helping expand seafood markets. For example, scientists at @uafairbanks helped fishermen explore the potential to market Alaskan seafood to local school cafeterias. <https://bit.ly/fisheries-aquaculture> #NationalSeafoodMonth #NIFAimpacts
- Researchers found ways oyster farmers can shield themselves from adverse impacts when a neighboring farm is linked to a foodborne illness outbreak. See other ways scientists are improving management and marketing in the seafood industry: <http://bit.ly/fisheries-aquaculture> #NationalSeafoodMonth #NIFAimpacts
- To help sustain seafood production, researchers are studying environmental issues related to fisheries, including the impacts of invasive species and oil spills. Learn more: <http://bit.ly/fisheries-aquaculture> #NationalSeafoodMonth #NIFAimpacts

October 4: World Animal Day

- [Impact Statements](#) for Hatch Multistate research projects on animal health and welfare
- It's #WorldAnimalDay! See how discoveries by multistate research projects are supporting farm animal health and welfare: <https://www.mrfimpacts.org/impact-statements/categories/animal-health-welfare>. These projects are led by #landgrantuniversities and supported in part by @USDA_NIFA. @USDAScience @worldanimalday
- It's #WorldAnimalDay! See how multistate research and Extension are helping create a harmonious relationship between agriculture, rural communities, and #wildlife: <https://www.mrfimpacts.org/single-post/these-impacts-are-wild>

October 12: National Farmers Day

- Happy #NationalFarmersDay! See how collaborative research & Extension projects protect farmer safety & success and help them with pest/disease management, animal health, water conservation, climate change resilience & more: <https://www.mrfimpacts.org/impact-statements> #landgrantuniversities #AgIsAmerica

October 16: World Food Day

- [Impact Statements](#) for Hatch Multistate research projects on food security
- It's #WorldFoodDay! See how @USDA_NIFA-supported multistate research projects help sustain food production and ensure that everyone, everywhere has regular access to enough nutritious food: <https://www.mrfimpacts.org/impact-statements/categories/food-security> #landgrantuniversities #AgIsAmerica #foodsecurity @USDAScience @FAO