

UMN-AFREC Communications Update

Here is a recap of UMN-AFREC communications work in January, February and March 2024, and a look at what is happening in the months ahead

OVERVIEW

- **19 nutrient management posts** were published on the Minnesota Crop News blog this quarter. They generated **16,311 total views**.
- The UMN Extension Nutrient Management Facebook page now has **7,662 followers** while the X (formerly Twitter) page has **2,629 followers**.
- AFREC's website, [MNsoilFertility.com](https://mnsoilfertility.com), experienced **another new quarterly high of 3,103 unique pageviews, an increase of more than 130% on last quarter's record high**.

QUICK NOTES

- The AFREC economic analysis project has been completed. An article [summarizing the results](#) is up on the AFREC website and includes a link to a PDF of the full report.

JANUARY

- George Rehm passed away on January 17, 2024 in Rochester. Carl Rosen penned a [thoughtful remembrance](#), noting George's important role in establishing AFREC. AgWeek also wrote an article [remembering George's contributions to Minnesota soil fertility](#). You can also read his [full obituary](#).
- Our January podcast episode was an [AFREC research roundup](#) with Jeff Vetsch, Lindsay Pease, Dan Kaiser, and Fabian Fernandez on 2023 findings and AFREC's role in Minnesota ag.



Retired Extension specialist George Rehm passed away on January 17, 2024. George was instrumental in establishing AFREC.

- January blog posts mostly promoted since-past-events. However, we also promoted the annual [Minnesota Irrigator Program](#), which will take place over three days in March in Staples.
- Dan Kaiser was quoted in an article about AFREC-funded corn research on page 12 of Minnesota Corn's [Corn Talk magazine](#). He also discussed biologicals in [Successful Farming](#) and [DTN/Progressive Farmer](#), and sulfur on the [Wyffels Hybrids Podcast](#).

FEBRUARY

- 168 people attended the Nitrogen Conference (in-person and online) in St. Cloud, while 202 people attended the Nutrient Management Conference in Mankato. [Video recordings](#) of all of the presentations from the two conferences are now available on YouTube.
- Our February podcast on [recent cover crop challenges and future solutions](#) featured Anna Cates, Jeff Vetsch, and guests from MN NRCS and a local SWCD.

- For media appearances, Fabian Fernandez was on the [Minnesota Corn Podcast](#) discussing his nitrogen rate research, Vasu Sharma lent her expertise on irrigation and nitrogen management to the [Irrigators Association of Minnesota newsletter](#) and in a [Minnesota Corn video](#), and Dan Kaiser returned to the Wyffels Hybrids podcast to discuss [zinc and boron](#).
- AFREC was featured in the [UMN Research](#) email newsletter.

MARCH

- Dan Kaiser's blog post answering common questions about [soil test pH and liming](#) was very popular, earning 3,500 clicks.
- Fabian Fernandez discussed [nitrogen inhibitors and other enhanced efficiency fertilizers](#) in a popular YouTube video and blog post. The blog post earned 2,100 clicks.
- Dan Kaiser's post on [early fertilizer applications](#) was well received, generating over 1,500 clicks. It was also covered in a [DTN/Progressive Farmer](#) article.
- Our March [spring fertilizer outlook](#) podcast earned almost 1,100 clicks. Dan Kaiser, Lindsay Pease, Brad Carlson, and Fabian Fernandez discussed early fertilizer application considerations, nitrogen carryover, and more.
- Dan Kaiser was quoted in an article we wrote for [Soybean Business Magazine](#) about AFREC-funded soybean research on pages 68-69 of their March-April Issue. The magazine has a readership of over 24,000 producers.

- Brad Carlson authored a post on [nitrogen carryover and pre-plant soil nitrate testing](#) while Jeff Vetsch shared his perspective on all things nitrogen for [Pioneer Seeds' Your Field is Our Office](#) podcast.
- Lindsay Pease was the featured guest for an [Iowa Learning Farms webinar](#) discussing her AFREC-funded drainage project and on the [Minnesota Corn Podcast](#) talking about how phosphorus sources and rates affect corn yield.
- Fabian Fernandez appeared twice on Linder Farm Network discussing [tips for anhydrous applications](#) and [nitrogen sources and inhibitor use](#) this spring. Dan Kaiser talked to the Red River Farm Network about [the dos and don'ts of early fertilizer application](#), what to [consider when trying to cut fertilizer costs](#), and [pH neutralization in soils](#).
- Dan Kaiser and Jeff Vetsch discussed [getting the best fertilizer ROI](#) in a Strategic Farming webinar.



We are experimenting with phone-friendly short-form videos such as Facebook "stories" and "reels" and YouTube "shorts." In a recent [video](#), Fabian Fernandez explained the differences and uses of various enhanced efficiency fertilizers.