

## UMN-AFREC Communications Update

Here is a recap of UMN-AFREC communications work in October, November and December 2024, and a look at what is happening in the months ahead

### QUICK NOTES

- The AFREC website generated 3,735 unique web page views in 2024, a 72% increase over 2023.
- Media marketing on Morning Ag Clips generated 1,514 clicks this quarter.

### OCTOBER

- Vasu Sharma summarized her AFREC research results on the [impacts of irrigation on nitrate leaching](#) in a post.
- Dan Kaiser's blog post on [updating Minnesota's liming guidelines](#) earned 1,200 clicks and was picked up by the Morrison County Record.
- October's podcast episode also covered [liming and pH](#) and featured John Jones from the University of Illinois, Jeff Vetsch, Carl Rosen, and Dan Kaiser. The post received over 1,700 clicks.
- Dan Kaiser recorded four AFREC radio spots, two on the Red River Farm Network (on [sugarbeet nutrient management](#) and [fall N](#)) and two on the Linder Farm Network (on [fall sulfur](#) and [cutting P and K costs](#)).
- A series of AFREC short videos were released: Grant Anderson discussed [the council's role in shaping research](#) and [why AFREC is important for Minnesota](#), Margaret Wagner talked about [how AFREC helps farmers and ag pros](#) and [the importance of BMPs](#), and Patrick Murray highlighted [the strength of Minnesota's ag community](#).



*Extension educator Brad Carlson toured Minnesota Corn President Dana Allen-Tully's farm in May for a story about nitrogen and water quality in southeast Minnesota.*

- For media appearances in October, Melissa Wilson talked to Brownfield Ag News about [the value of manure](#), Brad Carlson appeared in a [Linder Farm Network video on fall N](#), and Dan Kaiser's research on sulfur was highlighted by [ISU Crop News](#).

### NOVEMBER

- Our [N Loss: Lessons learned from 2024](#) podcast episode was popular, with 1,500 clicks. Brad Carlson, Fabian Fernandez, Jeff Vetsch, Jeff Strock, and Lindsay Pease were panelists.
- Paul McDivitt wrote a feature article for Extension's Source Magazine on [nitrogen, water quality, and cover crops in southeast Minnesota](#), featuring Brad Carlson and Minnesota Corn's Dana Allen-Tully. The article was promoted in the U Relations email newsletter, Minnesota Corn's email newsletter, and by the U of M's Water Resources Center. The High Plains Journal republished the article.

- Chryseis Modderman wrote about [manure P management](#) in a blog post. It was also republished by Manure Manager.
- Lindsay Pease did two AFREC radio spots on the Red River Farm Network: one on her [AFREC drainage study](#) and the other on her [P application timing research](#).
- Fabian Fernandez starred in two short videos on [fall N application](#) and [fall manure BMPs](#).
- November was a busy month for media appearances. Dan Kaiser talked to [Brownfield Ag News](#) about cutting back on P fertilizer, Melissa Wilson was featured in a [Source Magazine article](#) on hybrid rye and organic swine, and Anna Cates presented on mycorrhizal fungi for a [Cannon River watershed organization's webinar](#). Brad Carlson and Dan Kaiser also appeared on KSMQ Public TV's Farm Connections: Brad talked about [fall N application](#) and Dan discussed [fall P and K decisions](#).

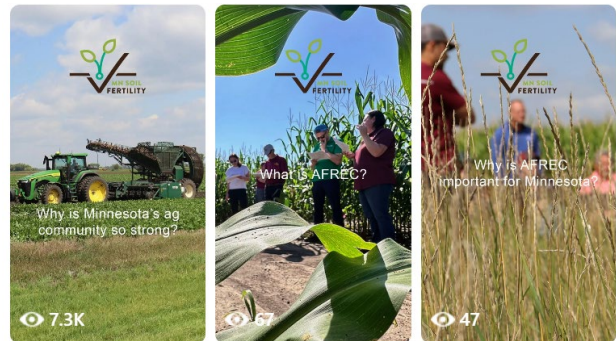
- Lindsay Pease discussed the results of her [tillage and cover crop study](#) in an AFREC radio spot for the Red River Farm Network.
- The [Advancing Nitrogen Smart podcast series celebrated ten episodes](#), with more to come. The project also produces [short videos](#) on nitrogen management.

## LOOKING AHEAD

- Help spread the word: The 11th annual [Nitrogen Conference](#) will be Tuesday, February 4, 2025 in Mankato, while the 17th annual [Nutrient Management Conference](#) will take place on Tuesday, February 18, 2025 in St. Cloud. Both conferences are available online and in-person.
- Look out for our January podcast episode, which reflects on how nutrient management has changed over the last 25 years.

## DECEMBER

- The results of Jeff Vetsch's impromptu [supplemental N trial](#) at the SROC during the 2024 growing season was a popular blog post, earning 1,300 clicks and appearing in Morning Ag Clips.
- Our podcast episode on [soybean nutrient management in western Minnesota](#) featured Lindsay Pease, Seth Naeve, Dan Kaiser, and Lindsay Malone from North Dakota State University.



*Short, phone-friendly videos on Facebook help explain how AFREC works and why the program is important for Minnesota.*

