Communicating Impact and Public Value

An 1890 Perspective on Impact Statements
To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.

–Anthony Robbins
The single biggest problem in communication is the illusion that it has taken place.
What is the shortest word in the English language that contains the letters: abcdef?

Answer: FEEDBACK - an essential element of good communication.
Tell me and I’ll forget. Show me and I might remember. Involve me and I will understand.”

– Benjamin Franklin
Communicating IMPACT

• What is IMPACT?
• Who is IMPACTed?
• Who Cares about IMPACT and Why?
• Best practices and Results
IMPACT, by stakeholder definition, reflects a change in behavior, conditions or knowledge, influences policy, advances the field of agriculture and nutrition and prepares students for jobs.
Where to begin?
What is Impact?

Changes in behavior, conditions or knowledge
Impact for whom

Under-represented and Underserved

*Small acreage producers*

*Small business owners*

*First-time homebuyers*

*Senior homeowners*

*First generation college families*

*Low income and government assisted communities*
What is Impact?

Influences policy
Who cares and why?

United States Department of Agriculture
National Institute of Food and Agriculture
What is Impact?

Advances the field of agriculture and nutrition
Impact for whom
What is Impact?

*Prepares students for jobs*
Impact for whom
The Starting Point

• Multi-media solutions
  • Blogging
  • Social media
  • Printed publications
  • Video productions
  • Podcasts and Radio Shows
This is How We Do It...

- Blogging
  - *Drives traffic*
  - *Establishes authority*
  - *Gets you discovered on social media*
  - *Creates an outlet for factsheets, white papers, and webinars*

Source: https://blog.hubspot.com/marketing/the-benefits-of-business-blogging-ht
This is How We Do It…

- Social media
  - Cost effective
  - Builds brand loyalty
  - It's LIVE with realtime interaction
  - Meets the human need for social connection

Source: http://www.socialmediatoday.com/content/4-reasons-social-media-effective
This is How We Do It…

- Printed publications
  - **Tangible**
  - **Allow people to unplug**
  - **Perceived as more credible than web content**
  - **People go to the web for answers; they go to print to ask questions and think outside the box**

Source: http://contentmarketinginstitute.com/2012/10/print-content-strategy
This is How We Do It…

- Video productions
  - Engage and ignite emotions
  - Appeals to mobile users
  - More likely to show up first on Google with embedded videos

Source: https://www.dreamgrow.com/8-reasons-why-your-business-should-use-video-marketing/
CARC Helps Limited Resource Farmers Grow Organic Strawberries
January 31, 2017

On December 21 and 22 of last month, CARC researcher scientists Peter Armbrust, Ripendra Arel, and Amosotu El Haassen from the Plant and Natural and Environmental Resources Systems and two graduate students Aboyomi Adekambi and Olusulaiyi Paul Osuagwu from the College of Engineering installed 60 soil moisture sensors (30 in the high tunnel and 30...)

Students, Scientists and Faculty Submit 37 Abstracts
September 5, 2016

Students, CARC's Researchers and CAHS's faculty members submitted 37 abstracts for oral and poster presentations for the 19th's Association of Research Directors Research Symposium to be held April 3-4, 2017, in Atlanta, GA. The Natural Resources and Environmental Systems submitted 14 abstracts while the Animal Systems contributed five as did the Food Systems. CARC's Research...)

Seven Students Conducting Research with CAHS Researchers Win Big
November 14, 2016

Twenty-five PVAMU undergraduate and graduate students conducting research with CAHS researchers and faculty participated in the 13th Annual TAMUS Pathways Student Research Symposium on November 3-4, 2016. Seven of these students won prizes in different oral and poster categories. Aboyomi Adikambi, Juan Avila, Robert Douglas, Ron Sal Reddy, Janaina Tiffany, Latan Olusulaiyi Paul Osuagwu, Jessica...

Distributions of Starch Granules in Developing Sweet Potatoes
November 7, 2016

Ming Gao, Senior Research Scientist in the Cooperative Agricultural Research Center (CARC), just published his work on starch granules. The goal of the study was to better understand genetic control of physical properties of starch granules. Using a new approach to analyze developmental and genotypic effects on morphology and size distributions of starch granules in...)

Choose Health: Food, Fun & Fitness Curriculum Implemented in County High Schools
November 1, 2016

The Choose Health: Food, Fun and Fitness curriculum was implemented in Monroe County through health classes at CC Wills and Eagle Pass High Schools. The lessons focused on topics such as sugar drinks, the benefits of incorporating fruits and vegetables in a daily eating regime, nutrition label reading, among others. The six-session series included interactive...)

Managing Giant Sequoia in a Changing Climate
October 19, 2016

Increasing temperatures due to climate change over the next several decades may create environmental conditions unfavorable for giant sequoias. Thus, it is necessary to develop effective management systems to preserve the health of these trees and help them weather adverse climatic conditions. Ram Ray, Research Scientist, calculated the topographic moisture indices (TMI) for 70 sequoia groves...

Visit www.pvamu.edu/CAHS
This is How We Do It…

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This is How We Do It…
Visit www.pvamu.edu/CAHS
This is How We Do It…

AGRI-BOTICS
Teaching Youth the ‘Other Side’ of Agriculture

The Effects of CAHS PROJECT 2050

Visit www.pvamu.edu/CAHS
This is How We Do It...

Visit www.pvamu.edu/CAHS
The Results

• Between 2015 and 2016
  • 5000 connections across all social media
  • 35,000 various printed publications in circulation
  • 3500 views reported on YouTube
  • 2.5% increase in pageviews (92K) and a 9.5% increase in unique pageviews (65K)

Visit www.pvamu.edu/CAHS
Our Expectations

- Persuade
  - *Public value*
    - Sustainable or increased funding
    - Brand recognition
    - Increased program participation
  - *Public benefit*
    - Lower population below poverty
    - Lower medical expenses
    - Increased ownership and civic engagement
Beyond Our Reach

- Land-grant.org
- Landgrantimpacts.org
- Agisamerica.org
- Multistateresearchimpacts.org
Beyond Our Reach

- See more examples at www.pvamu.edu/CAHS
- Questions?
Using Impact Statement...
How the T States Work
Use of Impact Statements

- Focus on needs of specific stakeholders
- One size does not fit all
- May require multiple statements
We Target Audiences

- Elected officials
- Legislative staff members
- Administration
- Program participants
- Program funders
- Other influential people
What We Know About Our Audience

- What do they care about?
- What do they need to know to make decisions?
- What are their hot buttons?
Texas Process

- Focus is primarily on economic impact
- Most sought after information by our key stakeholders
- Also focus on social impact
- Use of public value statements at state and local levels
Challenges Facing Texas Farmers and Ranchers
Livestock and poultry producers are facing serious threats from pervasive and invasive animal diseases such as bird influenza, Rift Valley fever, West Nile virus, and tick-borne diseases.

• Changing global markets and the management of agricultural production and price risk have farmers and ranchers seeking ways to maximize production efficiency to maintain competitiveness.
• Issues regarding Texas’ water supply and demand balance have brought about the need for more efficient use of this vital resource.
• Rising input costs and various production-related challenges, including droughts, invasive species and other pests have placed serious stress on farmers and ranchers across the state.

AgriLife Extension’s Response
In agriculture, the Texas A&M AgriLife Extension Service delivers wide-ranging educational programs focused on research-based production and management practices, evaluation of technologies, improved decision making, water-use efficiency, and job training.

• Programs for crop producers cover variety testing, irrigation efficiency, disease and pest identification and control, commodity marketing, financial risk management, and Farm Bill education.
• Programs for livestock operations focus on improved reproduction strategies, animal health, feeds and nutrition, forage production, breeding stock replacement strategies, and livestock marketing.
• AgriLife Extension is at the forefront in responding to emerging issues such as drought, wildfires, and insect and disease outbreaks.

• Through 22,400 educational events, planning meetings, and workshops in 2015, AgriLife Extension achieved more than 3 million educational and other contacts.
• AgriLife Extension often collaborates with industry groups and with other government entities to deliver educational programs.

Economic Impacts
Selected programs are highlighted below. Impacts were measured by the increase in net returns associated with adoption of certain management practices taught in 2015.

• Livestock and dairy production programs resulted in an estimated economic gain of $29 million, and programs that focused on managing financial risk resulted in potential gains of $32 million.
• Outreach related to crops, floriculture, and nursery production led to an estimated increase in annual net returns of $51 million, and assisted cotton growers with variety selection valued at $27.5 million.
• Extension plays a significant role in the boll weevil eradication program, which had estimated benefits of $158 million in 2015, with cumulative benefits of $3.3 billion since 1996.
• The impacts above supported an additional 2,114 jobs in agribusiness and retail-related sectors.
• 75,000 Texas farmers used the web-based decision aid developed by the Agricultural & Food Policy Center (APPC), with an estimated impact of improved decision making valued at $1.3 billion annually.
• Job training through continuing education related to pesticide safety, cotton ginning, and beef cattle handling supports 69,757 Texas jobs, with an annual wage base of $948.7 million.
SUSTAINING AGRICULTURAL PRODUCTION THROUGH EDUCATION

Extending Knowledge | Providing Solutions

Texas A&M AgriLife Extension is at the forefront of developing educational programs in response to emerging issues in Texas agriculture.

In 2015, AgriLife Extension held 22,400 events, planning meetings, and workshops for producers, achieving more than 3 million educational and other contacts.

- $1.3 BILLION impact of Farm Bill education and decisions
- $78 MILLION impact in crop, floriculture, and nursery production
- $49 MILLION impact in livestock and dairy production
- $32 MILLION impact of financial risk management education
- $158 MILLION from boll weevil eradication efforts
- 2,114 NEW JOBS in agricultural support and retail-related sectors

Extension certification training and continuing education support 69,757 jobs in Texas agriculture, with an annual wage base of $948.7 million.

Dr. Douglas L. Steele, Director
Texas A&M AgriLife Extension Service
(979) 845-7967 | dsteele@tamu.edu

This report, based on Extension programming in 2015, provides the most recent annual data available. AgrilifeExtension.tamu.edu/impacts
Lubbock AgriLife @LubbockAg... 4d
Non-Food Rewards for Kids
@CUESNews bit.ly/2nawCeY
#ChildhoodObesityEpidemic
#EmptyCalories #HealthyRewards

AgriLife Extension @txextension 4d
Our Work Makes a Difference:
Protecting the States’ Natural Resources: ow.ly/XVP30apypT

Replying to @JTShults
MonicaMarie @Monicaa_Marieee 4d
Texas A&M agrilife extension service. I teach 4-H curriculums and one of them is on bullying. The other one I do is hatching eggs in the class

Jocelin B Villarreal @jocelinvby 4d
FABLO Agrilife Issue 8 - just in time
More examples at:
https://agrilifeextension.tamu.edu/about/economic-impact-briefs/
Tennessee Process

- Focus is on:
  - Economic value or efficacy
  - Environmental quality
  - Social well-being
  - Health and well-being
Advancing Tennessee

Statewide Economic Assessment FY 2016

UT Extension extends the knowledge and expertise of the University to the people of Tennessee through agents and specialists in all 95 counties of the state. Educational programs in 4-H youth development, agriculture and natural resources, family and consumer sciences, and community economic development produce substantial returns to the state. Using research, questionnaires, observations, and sales records, an economic impact was estimated at more than $512 million from July 1, 2015 through June 30, 2016 for statewide educational programs.

Recurring Economic Impacts – $311 million – 6,222 jobs created or maintained
Recurring economic values (increased revenue, increased savings, and one-time capital purchases) for up to two years after program

Crop Variety Trials, Pest Control, Irrigation, Marketing, and Precision Agriculture
UT Extension crop variety testing data is used extensively by 80% of Tennessee farmers to select the seed that they use to plant their oilseed, grain and cotton crops. Results from the variety testing program have helped farmers increase yields by identifying the varieties that will perform best in their farming operations. The higher yields resulted in approximately $102.4 million in additional income to Tennessee farmers. Row crops producers reduced fungicide costs and yield loss in field crops and controlled pests for an economic impact of $3.5 million. About 80% of the state’s cotton producers have adopted planter automatic section control which has reduced annual seed costs by $562,000 on approximately 125,000 acres. Producers increased the number of irrigated acres used for corn, cotton, and soybean production. Based on UT research, average yield increases from irrigation resulted in an additional $41 million in farm income. Based on an average cost of $1000 per acre, Tennessee row crop producers invested more than $9 million in their local economy by purchasing center pivot irrigation equipment. Row crop producers increased returns by $3.7 million on 137,547 acres by using forward pricing market opportunities as opposed to selling at harvest. By using no-till production as a best management practice, it is estimated that production costs were reduced by $18 million.

Forage Systems
UT Extension educated farmers on the benefits of warm-season grasses, clover, and stockpiling tall fescue. Extension also demonstrated hay storage, feeding methods to reduce waste and spoilage, and broadleaf weed control. Tennessee farmers saved more than $17.8 million from better forage production, including following fertilizer recommendations, storage, and feeding practices.

Agritourism and Community Economic Development
Tennessee agritourism operators look to Extension for education regarding budgeting, safety, customer service, technical assistance, and more. Estimated sales increased among 200 operators participating in Extension programs by a combined $7.5 million. Other Extension community economic development programs produced an estimated $2.1 million in increased revenue and capital purchases such as assisting local charities to obtain grant funds and providing assistance to small businesses.

4-H Centers
UT Extension’s 4-H program is the largest youth development program in the state, and UT Extension operates four 4-H Centers across the state, providing summer camping and year-round educational experiences. The 4-H Centers are funded by user fees and provide an economic impact to the communities where they are located by employing staff and purchasing equipment, food, and supplies with a local annual impact of more than $2 million per location.
One-Time Economic Impacts – $201 million

One-time non-recurring economic values

UT Gardens
More than 7 million contacts were made through the UT Gardens and published magazine articles, newspaper articles, "Plant of the Month" Press Releases, websites, and radio shows. It is estimated that 10% of these 7 million contacts bought goods and services, fertility products, designs, plants, and pest control products valued at $50 per contact as a direct result of the recommendations that the Gardens staff made from their plant evaluations/applied research. This produced an estimated $35 million in economic activity in Tennessee.

Nutrition Education
Family and Consumer Sciences nutrition education programs reach approximately two million Tennesseans annually through group meetings, worksite sessions, television, and radio programs. Nutrition education studies have found a cost/benefit ratio of $1.00/$10.64. This translates to a return of $89.4 million for the investment in UT Extension’s nutrition education programs for the state of Tennessee.

Health Literacy
Increasing health literacy and adopting healthy habits such as increasing exercise and participating in health screenings have shown to improve health and reduce the risk of many chronic diseases. For every dollar spent on UT Extension Family and Consumer Sciences health education programs, $25 is saved on direct medical costs and indirect expenditures, resulting in a $56 million benefit to Tennessee.

Tennessee Saves
The Tennessee Saves program instructs Tennesseans in sound financial practices, encourages them to build assets, and encourages them to reduce dependence on credit and discharge debt. The estimated economic impact of clientele’s saving and debt reduction was $16.5 million.

Volunteerism
UT Extension agents and specialists managed volunteers for various programs and services. Volunteers extended the education offered by paid staff and contacted over 650,000 additional Tennesseans through their service. Using the Independent Sector’s dollar value of a volunteer hour in Tennessee ($20.92/hour), the value of the 211,283 volunteer hours served was $4.4 million.

Cost-Benefit Analysis – 31 to 38.03
For every $1 in public funds invested in UT Extension programs, an estimated $8.03 is returned to the people of Tennessee.

Real. Life. Solutions.

Compiled from faculty and staff reports by
Joseph L. Donaldson, Ph.D.
Customer-Reported Economic Benefit

![Bar chart showing economic benefit from FY 2011 to FY 2014.]

Number of jobs impacted by outreach and engagement assistance

- FY 2011: 5,119
- FY 2012: 5,416
- FY 2013: 6,800
- FY 2014: 5

Volunteers Who Served

- FY 2011: 11,657
- FY 2012: 13,580
- FY 2013: 14,168
- FY 2014: 13,252
Video Impact Statement
https://animoto.com/play/v8xRHXhW3HnG4PUHP1W1iQ

More examples at:
https://ag.tennessee.edu/alec/Pages/EvaluationReports.aspx
Land Grant Impacts System

- National repository for Extension and Research Impact Statements
- Access is granted by directors/administrators
- Every institution has people with access
Land Grant Impacts System

- Two sides to system
  - Password Protected – Controlled access for entry and editing of statements
  - Public – Information about LG system and public search of statements
Land Grant Impacts System

- System is used by various groups to demonstrate impact
  - NIFA
  - Kglobal
  - Internal writing teams
nd cardiovascular disease.
Diverse Skills for Success

The melting pot of old has given way to an America that includes and values many distinct ethnic and cultural groups. Rural areas in particular are experiencing greater ethnic diversification as a direct result of changing economic conditions and employment opportunities. While coexisting, some groups still face challenges like language barriers and financial constraints. Land-grant university Extension programs engage communities in educational opportunities that help break down walls and create new possibilities.

Successful examples include:

- Youths and adults on Native American reservations in South Dakota participated in science-based gardening activities, gaining knowledge in organic production, water use, nutrition, food preservation and marketing. By working together, they learned about their environment and developed pride in their community, and in each other.

- In diverse ethnic communities, natural helpers are those recognized by their peers as caring, honest and worthy leaders. In Indiana, Extension developed a curriculum to train natural helpers in immigrant groups on culture, leadership, financial management and working with diverse populations.

- In Arkansas, Latino business owners or potential owners attended training workshops conducted in Spanish. Participants said they learned much about starting and growing a business. And relationships between Latino entrepreneurs and local officials and organizations were strengthened.

- Kentucky Extension educators helped families with limited English proficiency increase their access to fruits and vegetables and educational opportunities. The families gained valuable skills through gardening demonstrations and food preservation training. In addition, recipes were translated into Spanish as a teaching tool for food preparation and food resource management.

- In Alaska, youths benefit by hosting international students in homestays and living with families in other countries to experience different cultures. As a result, they are better prepared to be good global citizens and culturally competent employees.

Improving opportunities for minority-owned businesses

In Texas, minority groups including Asians, Blacks and Hispanics comprise the majority of the population. Thus, increased minority participation in the state government purchasing process is essential. Extension works with minority-owned businesses to improve their ability to successfully enter into
Let’s take a look!!!
Questions?
Communicating Impacts and Public Value – Part 2

Virginia Bueno, Communications Director
How NIFA Showcases Your Projects
Share Your Science

Email: ImpactStories@nifa.usda.gov

Twitter: @USDA_NIFA #NIFAImpacts
NIFA-supported research is moving us closer to achieving our vision of catalyzing transformative discoveries, improving education, and engaging the public to address agricultural challenges. The success stories featured here demonstrate just a portion of the groundbreaking discoveries and societal impacts of our partners’ work. More examples of success stories are featured in NIFA’s *Fresh from the Field* newsletter (subscribe online).

NIFA projects study the population decline of clams on Lummi Nation tidal flats.
Social Media

- @USDA_NIFA
- #NIFAImpacts.
- USDA Facebook page
Congressional Testimony/Outreach
Impacts/News of Interest/Events:

1.) The link between pig production and quality - With NIFA funding, researchers at North Carolina A&T State University examined how different production systems affect the growth rate and meat quality of different breeds of pigs, including pure Berkshire pigs Hereford, Tamworth, and crossbred pigs. They tested alternative production systems, such as group housing in deep-bedded hoop barns and pasture-based production. The research revealed that alternative production systems may result in higher quality pigs. These approaches also have the potential to address animal welfare, environmental, and food safety concerns and could appeal to niche/specialty markets. [here](https://example.com).
Congressional Relations

2) **Discovering virus-resistant peanuts** - Leaf-spot diseases and drought stress are major factors that result in economic losses for peanut farmers. Researchers at **Auburn University** are using NIFA funding to identify molecular markers directly linked to these two challenges. After examining 118 peanut genotypes, researchers found four that were resistant to tomato spot wilted virus (TSWV). These highly resistant genotypes could be used to develop TSWV-resistant cultivars in a peanut-breeding program that will improve yields and profits.

3.) **Parasitoids may control emerald ash borer population** - The emerald ash borer is an invasive species that poses a major threat to the American ash tree. Researches at **University of Kentucky’s** Forest Entomology Lab have discovered a closely related native ash borer species that is kept in check by natural enemies, parasitoids. Researchers are investigating whether the native parasitoid can discover and control the invasive emerald ash borer. To that end, the Forest Entomology lab, in partnership with the Kentucky Office of the State Entomology, have released over 150,000 parasitoids across the counties since 2010.
USDA Invests $13.6 Million in Citrus Greening Research

WASHINGTON, Jan. 19, 2017 – The U.S. Department of Agriculture's (USDA) National Institute of Food and Agriculture (NIFA) today announced four grants totaling more than $13.6 million to combat a scourge on the nation’s citrus industry, citrus greening disease, aka Huanglongbing.

Among past projects, the University of Florida developed bactericides to help recover fruit production in HLB-affected orchards. Research at the University of California used virulence proteins to develop strategies for creating citrus rootstocks that are immune to HLB.
Weekly eNewsletters

• Fresh from the Field – weekly impacts compendium

• NIFA Update – weekly news and information
NIFA Publications

• NIFA Annual Report
• Fact Sheets
• Infographics
Blogs

BLOG  Nov 30, 2016
Nanostructured Biosensors Detect Pesticide, Help Preserve Environment

BLOG  Jan 20, 2016
Under Represented Students STEP-Up to Careers in Agriculture
<http://nifa.usda.gov/blog/under-represented-students-step-careers-agriculture>

BLOG  Mar 21, 2017
National Ag Day: Giving Thanks for Agriculture, From Farm to Fork
<http://nifa.usda.gov/blog/national-ag-day-giving-thanks-agriculture-farm-fork>

BLOG  Feb 7, 2017
How 4-H Rocks for Missouri Youth of All Abilities
<http://nifa.usda.gov/blog/how-4-h-rocks-missouri-youth-all-abilities>

BLOG  Dec 2, 2016
Protecting Our Food System in a Changing Climate
Hypoallergenic Peanuts Move Closer to Commercial Reality

BY NEWS DESK | JUNE 21, 2014

Hypoallergenic peanuts, peanut butter, and other peanut products are a step closer to grocery stores with the signing of an exclusive licensing agreement for a patented process that claims to reduce allergens in peanuts by 98 percent.

North Carolina Agricultural and Technical State University (NC A&T) in Greensboro signed the agreement with Xemerge, a Toronto-based firm that commercializes emerging technologies in food, agriculture, and a variety of other fields.

The patented process was developed by Dr. Jianmei Yu, a food and nutrition researcher in the NC A&T School of Agriculture and Environmental Sciences, and two former faculty members there, Dr. Mohamed Ahmedna and Dr. Ipek Goktepe, both of whom are now at Qatar University.

“Treated peanuts can be used as whole peanuts, in pieces or as flour to make foods containing peanuts safer for many people who are allergic,” Dr. Yu said.

“Treated peanuts also can be used in immunotherapy,” she said. “Under a doctor’s supervision, the hypoallergenic peanuts can build up a patient’s resistance to the allergens.”

Research funding was provided by the Agriculture and Food Research Initiative of the U.S. Department of Agriculture.

The process treats roasted peanuts, removed from the shell and skin, with food-grade enzymes commonly used in food processing. The treatment consists of soaking the peanuts in an enzymatic solution.
Blogs

Allergy Sufferers May Soon be Able to Find a Peanut and Eat it Too

By Scott Elliott, National Institute of Food and Agriculture
August 26, 2014

Peanut allergy is one of the most common causes of food-related anaphylaxis and affects about 2.8 million Americans, including 400,000 school-aged children.

Researchers at North Carolina A&T University (NC A&T) are on the verge of leveling the playing field for millions who suffer allergies from peanuts and wheat. Now, in addition to being able to nosh on some of America’s favorite foods, allergy sufferers may also take advantage of the valuable nutrients these staples provide.

Peanut allergy is one of the most common causes of food-related anaphylaxis and affects about 2.8 million Americans, including 400,000 school-aged children. Wheat is one of the top eight food allergens in the United States.

Dr. Jianmae Yu, a food and nutrition researcher at NC A&T’s School of Agriculture and Environmental Sciences, and her team found a way to treat peanuts and reduce their allergens by 96 to 100 percent. The treatment is effective whether peanuts are whole, broken into pieces, or ground into flour. Their research, which has proven effective in peanuts and shows promise in wheat, also has the potential to reduce foodborne allergens in tree
USDA announces breakthrough for people with peanut allergies
TheBlaze.com (blog) - Aug 27, 2014

US says non-allergic peanut moves closer to commercial reality
Reuters - Aug 26, 2014

USDA: Non-allergic peanut moves closer to commercial reality
Toronto Sun - Aug 26, 2014

Researchers say they have invented non-allergenic peanuts
Washington Post - Aug 26, 2014

Non-allergic peanut moves closer to commercial reality: US
TODAYonline - Aug 28, 2014

Hope for peanut allergy sufferers
WTSP 10 News - Aug 27, 2014
USDA announces breakthrough for people with peanut allergies
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Non-allergic peanut moves closer to commercial reality
Times of Malta - Aug 28, 2014

Non-allergenic peanuts could soon be a reality
Tech Times - Aug 27, 2014

Dept. of Agriculture: Researchers are close to creating an allergy-free peanut
Raw Story - Aug 26, 2014

Allergic to Peanuts? Researchers on Track to Change It
Voice of America - Aug 26, 2014

US says non-allergic peanut closer to commercial reality
Reuters - Aug 26, 2014

Non-allergic peanuts may be on the way
Independent Online - Aug 28, 2014
U.S. says non-allergic peanut moves closer to commercial reality
Friday, Aug 29, 2014 - 02:26

Prepare Your Portfolio for Rising Interest Rates
See Five Strategies

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Please Acknowledge NIFA Funding in Public Communications

- Publications
- Posters
- Interviews
- Press Releases
- Web
- Videos
- Press Events
Key Takeaways Today:

• **Communicating** NIFA-Funded Impacts/Significant Outcomes is Important

• **Sharing** NIFA-Funded Impacts/Significant Outcomes with NIFA is Important

• **Acknowledging** NIFA-Funded Impacts/Significant Outcomes is Important
“The power of telling stories isn’t just a better way to convey information; it’s a social act with social consequences.”

(Source: The Conversation, May 30, 2016)