



Crop Protection Network: 2022 Impact

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2022 Impacts

The Crop Protection Network (CPN) is a multi-state and international collaboration of university/provincial extension specialists and public/private professionals who provide unbiased, research-based information to farmers and agricultural personnel. Below, we highlight our activities in 2022 and the impact of our efforts.

Activities:

In 2022, we:

- Hired Carol Pilcher, who is a Technical Writer focusing on developing content for the CPN Website.
- In coordination with a University of Kansas Design Thinking team, the Crop Protection Network brand was upgraded with a new logo, color scheme, and focus.
- Launched the new website in February 2022 with greatly enhanced website search features.
- Released a [White Mold of Soybean Web Book](#). Added 12 publications to the [CPN Library](#). This includes 11 research reviews and 1 disease review.
- 36 new Encyclopedia articles added to the [CPN encyclopedia page](#).
- [Fungicide Efficacy Tables](#) updated for Wheat, Soybean Foliar, and Soybean Seedling diseases.
- Updated Yield Loss Calculator.
- Completed season 1 of the “[I See Dead Plants](#)” podcast and partnered with the “[War Against Weeds](#)” podcast.

By the Numbers:

In 2022:

- The CPN website received 68,000 unique users and 150,000 pageviews during the 2022 period with an average session length of nearly 2 minutes.
- The CPN Twitter had **82,925 impressions and added 568 followers in 2022.**
- The CPN had **27 Instagram posts and added 112 followers in 2022.**
- The Virtual Crop Scout School had a total of **3,352 views on YouTube.**
- “I See Dead Plants” has received more than 1,500 downloads in 2022; “War Against Weeds” has received over 11,500 downloads in 2022.
- The top five non-fungicide efficacy publications downloaded on the CPN Website in 2022 were (in order): [An Overview of Tar Spot](#), [Corn Disease Loss Estimates – 2021](#), [Soybean Disease Loss Estimates – 2021](#), [Modern Integrated Management Practices for Controlling White Mold of Soybean](#), [Overview of Ear Rots](#).
- Since its inception, CPN has received input from 215 specialists from 34 U.S. states and Ontario and Quebec, Canada.

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