



# Crop Protection Network: 2024 Impacts

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## 2024 Impacts

The Crop Protection Network (CPN) is a multi-state and international collaboration of university and provincial extension specialists, public, and private professionals dedicated to providing unbiased, research-based information to farmers and agricultural personnel. We support our communities by implementing online tools for crop scouts and researchers, regularly publishing impactful content, developing continuing education opportunities, and creating a network of over 380 specialists from 42 U.S. states and Ontario and Quebec, Canada. Below, we highlight our activities in 2024 and the impact of our efforts.

### Activities:

In 2024, we:

- Continued developing new content including publications, videos, web tools, podcasts, and other resources.
- Added distribution maps for southern root-knot nematode, reniform nematode, and red crown rot of soybean and added context before each map.
- Launched the Bean Binoculars tool to track soybean production issues across the United States.
- Launched the Corn Fungicide ROI Calculator to allow users to calculate the potential return on investment for corn fungicide applications.
- Updated yield loss estimates for cotton, corn, soybean, and wheat diseases and corn and soybean invertebrate pests.
- Offered additional CCA CEU opportunities to promote ongoing learning.
- Began updating publications to reflect new research findings, ensuring continuous improvement and relevance.
- Continued engaging with our audience at meetings and conferences to exchange knowledge and strengthen collaboration.

### By the Numbers:

In 2024, we:

- Increased website traffic by 60% from the previous year, totaling over 350,000 page views in 2024.
- Increased YouTube views by 260% from the previous year, totaling nearly 50,000 views.
- Developed 24 publications on various crop protection issues.
- Posted 11 Crop Scout School e-lectures and 9 CPN TV episodes.
- Obtained 70 incidence reports and provided Extension resources for each through the Bean Binoculars tool.
- Posted 34 episodes of the I See Dead Plants Podcast and received nearly 5,000 downloads.
- Awarded over 2,400 CCA CEUs.
- Posted over 40 in-season field updates on YouTube and Instagram, receiving more than 20,000 views collectively.
- Ended the year with 4,650+ followers on X and 950+ on Instagram.
- Received over 620,000 organic impressions on X and reached 33,000 accounts on Instagram.

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