



To sustain American agriculture, consumers and policymakers must understand its importance and value—and the impact of the research and Extension programs that support it. The Multistate Research Fund promotes agricultural innovation by providing federal funds to collaborative land-grant university research and Extension projects. We communicate the impacts and importance of these projects to the American people and give researchers and Extension specialists the skills and knowledge to share their science.

## **IMPACT STATEMENTS**



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Impact Statements produced: NC2169 and \$1032 (under review)

## SOCIAL MEDIA



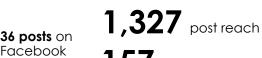
72 tweets



4 clicks on links to view/read the Impact Statement

**36,029** people received our tweets in their Twitter feeds or search results





157 people engaged



**5 posts, 1 story** on Instagram\*

25 likes total247 impressions

\*Instagram analytics only cover Sept 4 - 10

## WEBSITE \_\_\_\_



236 unique users 3:30 minutes per session\*

\*This is a great increase, indicating more time reading/ downloading material

## WORKSHOPS



Impact Writing Workshop delivered for mulitstate group W3009

stories featuring Multistate Research

Projects in USDA-NIFA's FY 2018

Annual Report

OUR TEAM



SARA DELHEIMER Impact Writer



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SUNDAY MILLER Social Media