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Grower Research Study to Guide Precision Farming Education

HARRISBURG, Pa. (February 16, 2022) -- An unprecedented amount of data is being collected on soybean fields thanks to advances in precision farming technology, yet these data are rarely used to their full potential. Soybean growers in Pennsylvania and throughout the country are being asked to help guide Extension by completing a short online survey on their needs and interests regarding data use and data science-focused Extension trainings.

Researchers at NC State University are partnering with the United Soybean Board and Extension to develop training materials and educational support to soybean producers so they can learn how to leverage concepts and tools needed to keep pace with the data revolution and use private and public data assets when making decisions for their business.

Growers who complete the online research study will help Extension better understand what data soybean producers use, what barriers soybean producers face when using data, and what Data Science training topics are of interest to soybean producers as they make decisions about their operations. Survey responses will directly inform future Data Science Extension training materials for soybean producers.

Follow the link below to participate in the online survey. This survey is expected to take about 10-15 minutes to complete and participation by soybean growers is voluntary.

Survey Link: <https://go.ncsu.edu/usb-dse-survey-form>

Members of the research team are available to answer any questions. Growers can contact Sheila Saia at ssaia@ncsu.edu or by phone at (919)-513-0244 and reference study number 24375.

About the Pennsylvania Soybean Board

The [Pennsylvania Soybean Board](#) is a farmer-controlled Board responsible for managing Pennsylvania's share of funds received from the nationwide Soybean Checkoff program. The funding is available under an assessment program, approved by Congress in 1990, under which soybean farmers contribute 50 cents of every \$100 they receive for their beans at the first point of sale. Funds are used to develop markets, educate consumers, and research new ways to utilize and produce soybeans more efficiently.