

MISSISSIPPI SOYBEAN PROMOTION BOARD

Video Support for Mississippi Soybean Producers 41-2022 Annual Report

Elizabeth North, Elizabeth.north@msstate.edu

Background and Objectives

Identify important soybean production topics and produce video segments that will provide producers with current, timely information to address issues related to those topics; video presentations of results from MSPB-funded research projects that will be posted on the MSPB website (www.mssoy.org)

Report of Progress/Activity

Quarter 1:

Video's Produced:

- MSPB 11222 Draft A.mp4
- MSPB 11322 Draft A.mp4
- MSPB 11422 Draft A.mp4

Travel

- N/A

Quarter 2:

Video's Produced:

- MSPB 11522 Draft A.mp4
- MSPB 11622 Draft A.mp4
- MSPB 11722 Draft A.mp4

Travel

- N/A

Quarter 3:

Video's Produced:

- N/A

Travel

- July 6, 2022 | Stoneville, MS | Filming interviews for videos

Quarter 4:

Video's Produced:

- MSPB 11822 Draft A.mp4
- MSPB 11922 Draft A.mp4
- MSPB 12022 Draft A.mp4
- MSPB 12122 Draft A.mp4
- MSPB 12222 Draft A.mp4

Travel

- N/A

Impacts and Benefits to Mississippi Soybean Producers

By informing the farmer of the results of their checkoff dollars, these videos show that their support isn't wasted. Furthermore, presentations made by experts help inform the producer of important news, education, and relevant information to help them become more efficient.