

An aerial photograph of a rural farmstead. In the center, a cluster of white buildings, including a barn and a house, is surrounded by trees. The surrounding landscape is a patchwork of green and brown agricultural fields, separated by dirt roads. In the far distance, a range of low mountains is visible under a clear sky.

Communicating through Social Media

When I say I'm from a small town



What they think



What I really mean

ACCELERATING the FUTURE of AGRICULTURE

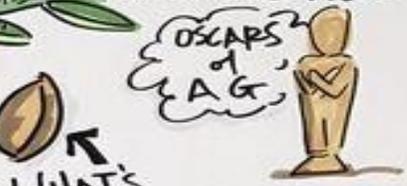
With ROBB FRALEY

WE OWE OUR INDUSTRY TO
NORMAN BORLAUG
 FATHER of GMO
 "HELP SMALL HOLDER FARMERS"
 GROWING POPULATION

ADVANCES in DIGITAL TECHNOLOGY & ADVANCES in GENE TECH



PRODUCING **more** with **LESS**



WHAT'S INSIDE this SEED? ← TAKES OUT RISK.

YEW TREES HELP US STUDY CANCER, GOT GENES FROM FUNGUS
 NATURE is a GENETIC ENGINEER
 TREE TECHNOLOGY



EVERYTHING WE EAT HAS BEEN GENETICALLY MODIFIED

0 PEOPLE HAVE DIED FROM GMO FOOD

COMMUNICATE RELATE to



INSULIN was the FIRST GMO PRODUCT

3.1M KIDS DIE of STARVATION EACH YEAR

FIGHTING MITES! **RNAi** TECH PROTECTS CORN HEALTH

GLOBAL SECURITY is ENABLED BY **DIET & NUTRITION**

PUBLIC PRIVATE PARTNERSHIPS ARE KEY

BETTER SEED → BETTER CROP → BETTER INFO to FARMERS

SCIENTISTS MUST GET SOCIAL.

CLIMATE FIELDVIEW HELPS MANAGE PRODUCTION.

WE OWE OUR INDUSTRY
TO **NORMAN BORLAUG**
FATHER OF GMO

HELP SMALL HOLDER FARMERS
GROWING POPULATION

ADVANCES IN DIGITAL TECHNOLOGY
& ADVANCES IN GENE TECH



COST HAS COME DOWN
MOBILION BY 2050

INCREASE PRODUCTION
REDUCE WASTE

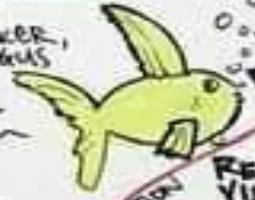
PRODUCING **more** WITH **LESS**

WHAT'S INSIDE THIS SEED? ← TAKES OUT RISK.



YEW TREES
HELP US STUDY CANCER,
GOT GENES FROM FUNGUS

NATURE IS A GENETIC ENGINEER



DESIGNER PETS

EVERYTHING WE EAT HAS BEEN GENETICALLY MODIFIED

0 PEOPLE HAVE DIED FROM GMO FOOD

3.1M KIDS DIE OF STARVATION EACH YEAR

COMMUNICATE TO RELATE

GLOBAL SECURITY IS ENABLED BY PART OF **DIET & NUTRITION**

INSULIN WAS THE FIRST



RECORD YIELD / FOOD PRODUCTION / LAND USE



CRISPR

SEED

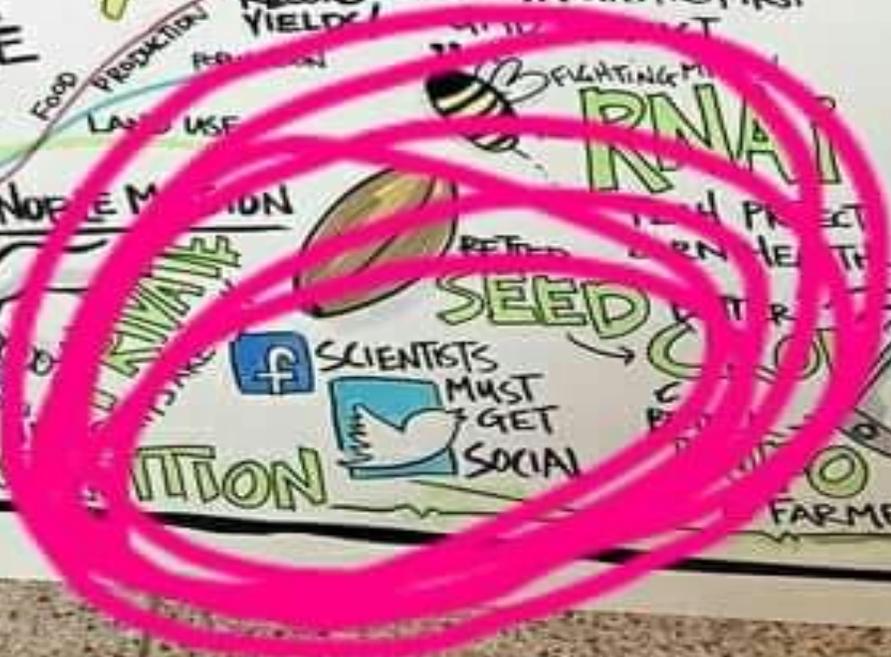
SCIENTISTS MUST GET SOCIAL



CLIMATE

FIELDVIEW HELPS MANAGE PRODUCTION.

FARMERS





**MONTANA AGRICULTURAL
EXPERIMENT STATION
CENTRAL AGRICULTURAL
RESEARCH CENTER**



Central Ag Research Center

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Moccasin, MT 59462-9512

Tel: (406) 423-5421
Fax: (406) 423-5422

Superintendent

Pat Carr, patrick.carr@montana.edu

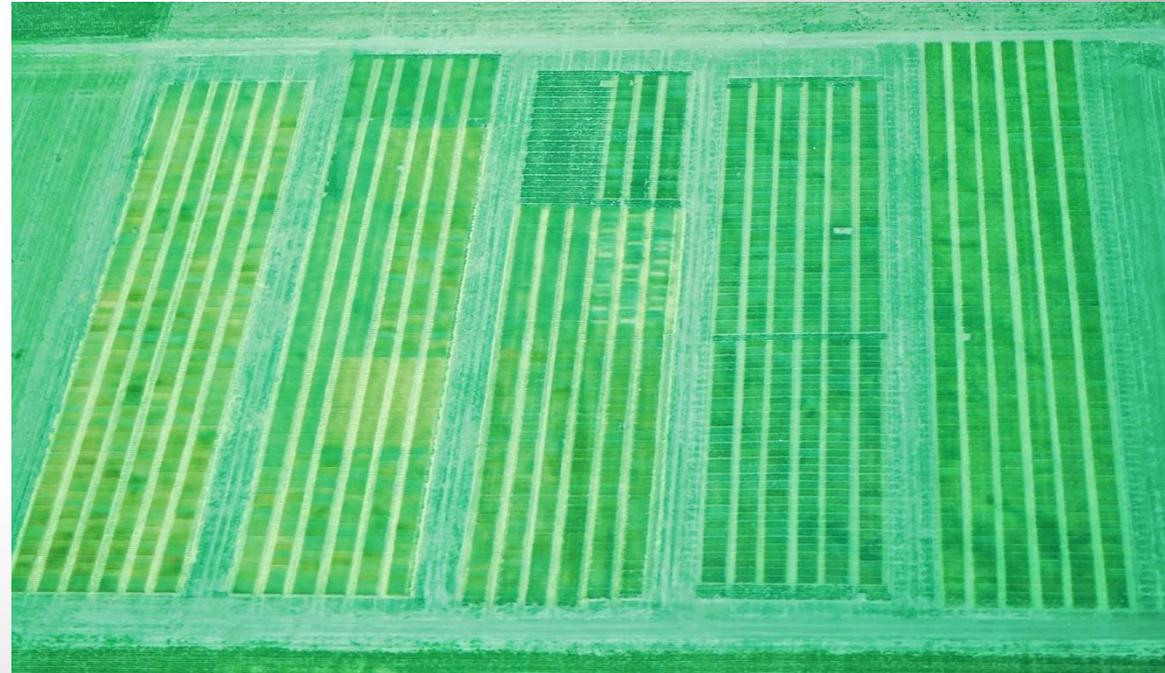
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<http://agresearch.montana.edu/carc/>

Tips

- Focus on the Central Agricultural Research Center's message
- Build useful content for followers
 - Use the #MontanaState hashtag
- Make it easy to share posts
- Visual world
 - Good photos
 - Videos











Montana Agricultural Experiment Station (MAES)

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Backing industry with research

MAES – Serving the state of Montana’s agricultural and natural resource industries by providing meaningful and applied agriculture research since 1893.

What we do

Through a network of seven Research Centers plus facilities and scientists at the MSU central campus in Bozeman, we conduct basic and applied research problems that address Montana’s agricultural and natural resource economies. MAES research spans the depth and breadth of animal health, animal science,

How we do it

MAES research accomplishments and results embody modern-day achievements spanning 124 years of honoring the legacy and commitment within the Land-grant tradition. It also allows us to explore unique solutions to distinct and interesting questions and to connect Montanans with the global community

Central Agricultural Research Center

History

People at CARC

Faculty & Staff

Advisory Committee

Variety Trial Results

2017

2016

Research Results

News & Press

Articles

Weather Data

Research Roundup 2017

Agenda

RSVP to the conference

Field Days

Employment & Internships

Montana Wheat and Barley
Committee

Organic Crop Budgeting Tool

Annual Reports

USDA Reported Prices

[Agriculture Research](#) / Central Agricultural Research Center

Central Agricultural Research Center



<http://agresearch.montana.edu/carc/>

USDA Reported Prices

Montana Daily Elevator Cash Grain Prices

Montana Weekly Summary

Montana Weekly Crop Progress Bulletin

Weekly Bean, Pea, and Lentil Market Review

Weekly Dry Bean Market News

BL_GR110

Torrington, WY

Tue Dec 5, 2017

USDA-WY Dept of Ag Market News

Montana Elevator Cash Grain Prices

Closing elevator cash bids for Tuesday, December 5, 2017. Wheat prices (HRW, DNS and Durum) are in dollars per bushel, barley prices dollars per cwt.
 Prices not necessarily representative of all terminals within Montana

Compared to Monday: Winter Wheat 2 to 3 lower.
 Spring Wheat 3 lower.
 Durum Wheat unchanged.
 Malt Barley unchanged.
 Feed Barley unchanged.

US 1 Hard Red Winter Wheat

	Ordinary	11 pct	12 pct	13 pct
Billings Area	3.37-3.64	3.97-4.14	4.47-4.62	4.87-5.02
Golden Triangle	3.65-4.01	4.15-4.51	4.55-4.96	4.85-5.36
Great Falls Area	3.83-4.12	4.33-4.52	4.78-4.95	5.18-5.35
Northcentral Mt	3.61-3.69	4.11-4.19	4.56-4.64	4.96-5.04
Northeast Mt	3.16-3.71	3.76-4.11	4.26-4.56	4.66-4.96
Southeast Mt	3.22-3.36	3.32-3.96	3.42-4.46	3.52-4.86

US 1 Dark Northern Spring Wheat

	13 pct	14 pct	15 pct
Billings Area	5.71-5.86	6.19-6.34	6.39-6.54
Golden Triangle	5.66-6.06	6.14-6.46	6.31-6.66
Great Falls Area	5.81-5.96	6.29-6.38	6.56-6.70
Northcentral Mt	5.78-5.83	6.26-6.31	6.50-6.58
Northeast Mt	5.26-5.68	5.74-6.16	6.02-6.49
Southeast Mt	5.44-5.57	5.66-6.05	5.79-6.39

US 1 Durum Wheat
 13 pct

(Harrington)
 US 1 Malt Barley

US 2 Feed

Barley

Twitter \ I'm drinking a #coffee



Facebook \ I like coffee



LinkedIn \ My skills include drinking lots of coffee



Pinterest \ Here's how to make the perfect coffee

Instagram \ Here's a vintage photo of my coffee



YouTube \ Watch me drink my coffee



Google+ \ I'm a Google employee who drinks coffee

#MontanaState

#trade

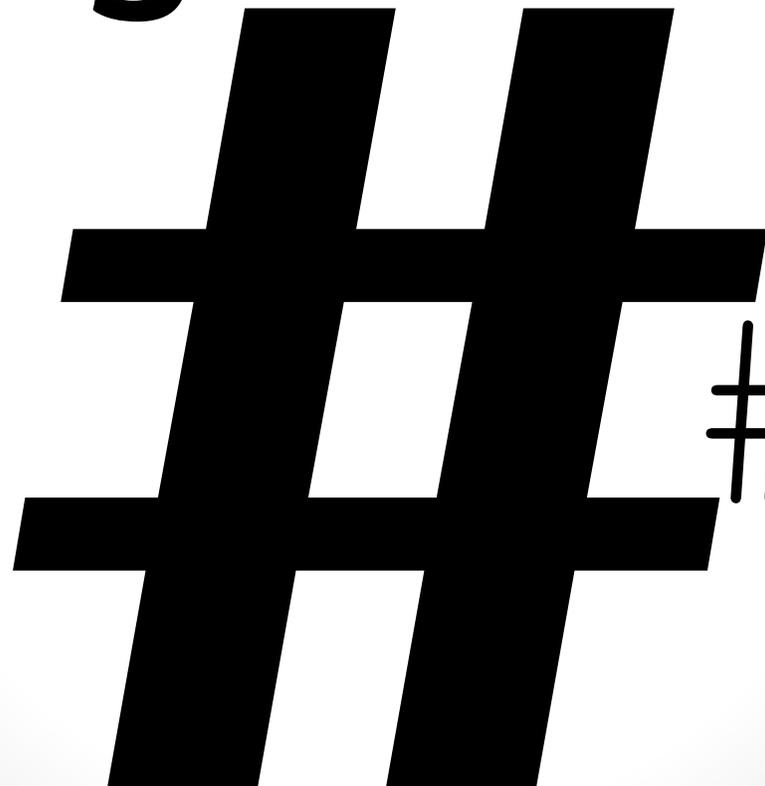
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#soil



#Wheat

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- #WriteAHappyStoryIn4Words
- Jerusalem: Trump has named Jerusalem as the capital of Israel.
- Franken: Several Democratic senators call on Al Franken to step down from office.
- #SkirballFire: The Skirball Fire is affecting a heavily populated area of Los Angeles.
- #DreamActNow: 19.4K Tweets
- #CDCFoodChat
- #ShowMeTheData
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Harpinder S Randhawa
@WheatSingh

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AgriMAXX Wheat is a stand-alone wheat brand providing premium wheat varieties across the United States.

Followed by Charles Boyer and 19 others

Nebraska Wheat and 2 others Retweeted

US Wheat Associates @uswheatassoc · 6h

U.S. stakeholders: Please join @uswheatassoc and #Farmers4NAFTA all day today to support #wheat and to tell the White House to remain in the #NAFTA agreement. Call 202-456-1111 to leave a constituent message at the White House or on Twitter @USWheatAssoc #AgExportsCount

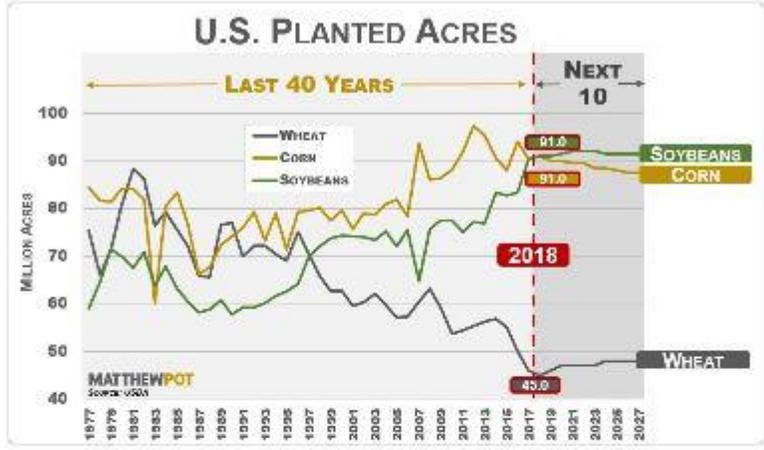


Wheat Grower Organizations Alarmed About Possible NAFTA Withdrawal

U.S. WHEAT ASSOCIATES National Association of Wheat Growers

Matthew Pot @MatthewPot · Nov 28

The USDA released estimates for 2018 planted acres today. #wheat and #soybean acres both at 91 million. #wheat acres at 45 million. Here is a look at the last 40 year's planted acres and the next 10 year's USDA projected acres.



U.S. PLANTED ACRES

LAST 40 YEARS NEXT 10

WHEAT CORN SOYBEANS

91.0 91.0 45.0

2018

MATTHEWPOT Source: USDA

Year	Wheat (Million Acres)	Corn (Million Acres)	Soybeans (Million Acres)
1977	~60	~80	~65
1979	~65	~85	~70
1981	~70	~80	~75
1983	~65	~85	~70
1985	~60	~80	~65
1987	~65	~85	~70
1989	~60	~80	~65
1991	~65	~85	~70
1993	~60	~80	~65
1995	~65	~85	~70
1997	~60	~80	~65
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2005	~60	~80	~65
2007	~65	~85	~70
2009	~60	~80	~65
2011	~65	~85	~70
2013	~60	~80	~65
2015	~65	~85	~70
2016	~60	~80	~65
2017	91.0	91.0	91.0
2018	45.0	91.0	91.0
2019	~45	~90	~90
2021	~45	~90	~90
2023	~45	~90	~90
2025	~45	~90	~90
2027	~45	~90	~90

5 43 36

AgriMAXX Wheat @AgriMAXXWheat · 5h

Dr. Carl Griffey presenting on the future of #wheat breeding at #ASTACSS Seed Expo



Twitter For Scientists? Really?

- The power of Twitter
 - Scientific inspiration,
 - Scientific papers as soon as or before they're released
 - Networking
- Trending
 - widely mentioned or discussed on the Internet, especially on social media websites: trending topics on Twitter.
 - A trend on **Twitter** refers to a hashtag-driven topic that is immediately popular at a particular time.

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To serve the specific needs of the clientele in local production areas and the broader needs of Montana agriculture through applied research. est.1907

Moccasin, Montana, USA
agresearch.montana.edu/carc/
Joined July 2016

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Central Ag Research @CentralAgCenter · 1h
Our generous local businesses have lined up some great door prizes for tomorrow's conference.



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Charles Boyer @MSUagVP · Oct 12

To the hardworking farmers across #MT and in the U.S, happy #NationalFarmersDay. Your work equates to a \$992B U.S. GDP & more than 21M jobs.



🗨️ 22 ❤️ 31 ✉️



Central Ag Research @CentralAgCenter · Oct 12

Mark your calendars! #MontanaState



Central Montana Crops Research Roundup - 2017

Join us on:
Thursday, December 7th
9:15 am to 3pm
The Eagles
Lewistown, MT
(Noon meal provided)

Let us know if you plan to attend!
Call:(406) 423-5421
or
Email: Lorrie.Linhart@montana.edu

- Katie Haffelid, Extension Educator, Judith Basin County**
 - Welcome (9:15-9:25 AM)
- Dr. Kelsey Jencso, Montana State Climatologist**
 - Montana Weather Outlook (9:30 to 10:15 AM)
- Simon Fordyce, Cropping Systems Research Associate**
 - Alternative Crops Results (10:20 to 11:05 AM)
- Dr. Jed Eberly, Assistant Professor of Agronomy/Soil Microbiology**
 - Grain Variety Trial Results & Biological Inoculants (11:10-11:55 AM)
- Heather Fryer, Research Assistant III**
 - Communicating through Social Media (1:00-1:45 PM)
- Dr. Clain Jones, Associate Professor/Extension Soils Specialist**
 - Soil Nutrient Management in Central Montana (1:50-2:40 PM)
- Dr. Pat Carr, Superintendent/Associate Professor of Cropping Systems**
 - Cropping Systems Research: Present and Future (2:45-3:30 PM)

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🗨️ 3 ❤️ 5 ||

Who needs Facebook? We do.

- We simply must have an online presence.
 - Facebook is the most prevalent social media tool in higher education & the most popular social media used by U.S. Farmers*.
 - It is also the most popular social media platform worldwide.



500 million in 2010 → 1.5 billion in 2015



Central Ag Research
Page Liked · August 28, 2016 · Edited ·

Smaller sample sizes are bagged for various uses depending on the research project.

Tag Photo · Add Location · Edit

563 people reached [Boost Post](#)

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Central Ag Research
September 14 ·

1914. Moccasin was named after the Moccasin Mountains. It was a town on the Great Northern Railway and was located in the productive wheat growing area of Montana. Photo courtesy of the Montana Memory Project.

MOCCASIN, MONT.

261 people reached [Boost Post](#)

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Sherry Bishop and 17 others [Chronological](#)

October 11 ·

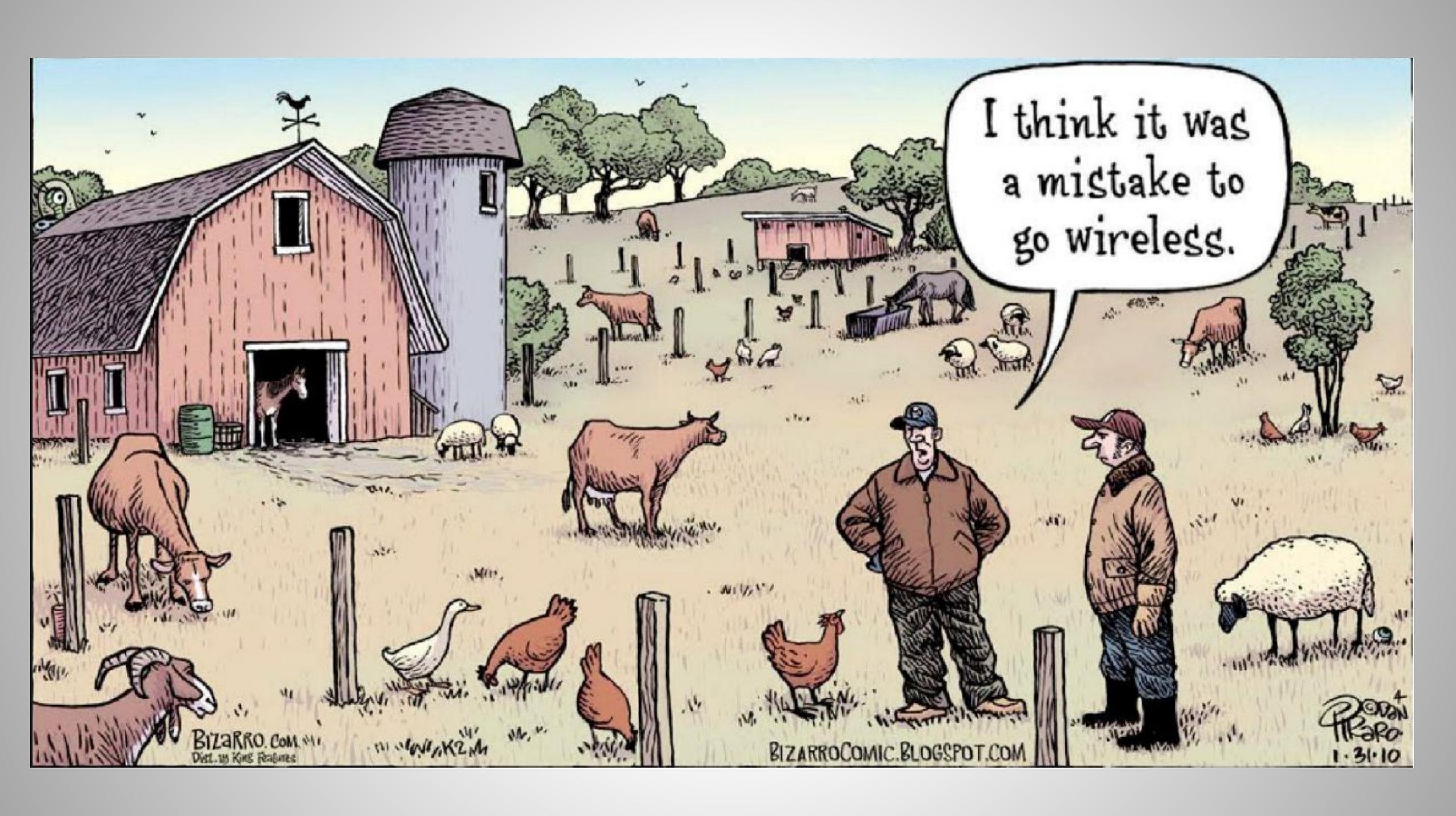
Sally Dahlihausen combining our winter cereal forages trial. The trial included pinto beans, navy beans, soybeans, proso millet, German millet, sunflowers, sorghum, and many others crops. We're studying the performance of these crop yields to aid Montana producers. Meanwhile, other staff are seeding as we speak. It's going to be a busy week around here.

218 people reached [Boost Post](#)

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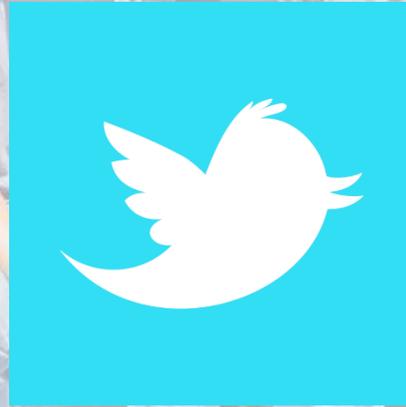
Sherry Bishop, William Wood and 12 others

*According to Farm Futures survey of 1,550 farmers conducted in 2016.



I think it was
a mistake to
go wireless.

**THIS IS WHERE YOU & YOUR PHONES
COME IN.**



ARE YOU ON FACEBOOK? STAY UPDATED AND FOLLOW US.

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