Farming for the future
A story map created collaboratively by ESRI and USDA’s Farm Production and Conservation agencies

SAMPLE DIGITAL MEDIA STRATEGY

Summary

The Prevo brothers, a fifth-generation farm family in Iowa, are investing in soil health and seeing record yields because of it. The U.S. Department of Agriculture’s Farm Production and Conservation agencies recently collaborated with Esri’s ArcGIS StoryMaps and Living Atlas teams to highlight cutting edge data, geospatial information, and technology that support a sustainable American agricultural community—through the lens of the Prevo family.

Objectives

The story map meets the following objectives for the USDA and Esri:

To educate the agricultural community, from an Iowa soybean farmer to a global nonprofit organization, about:

- The benefits of a soil health management system
- Current research that quantifies the environmental and economic benefits of sustainable agricultural practices
- Existing tools that support American agriculture
- Cutting-edge technology and pilot projects that support sustainable farming of the future

To inform the agricultural community about the publicly-available data and map layers within Esri’s Living Atlas of the World

To engage the agricultural community in storytelling through ArcGIS StoryMaps

Audiences

Our audiences include but are not limited to:

- American agricultural communities, including government and nonprofit organizations, academic institutions, American farmers and ranchers
- GIS community, particularly partners that support the American agricultural community
- Global agricultural community for best practices and resources

Platforms

Primary Esri platforms

- ArcGIS StoryMaps website
- ArcGIS Living Atlas of the World website
- @ArcGISStoryMaps Twitter
- @LivingAtlas Twitter
- ArcGIS blog, story-maps and arcgis-living-atlas
- ArcGIS StoryMaps and Living Atlas newsletters and email distribution
- Internal for global business and marketing teams – Chatter and StoryMaps Weekly Snapshot
Supporting platforms – potential for additional outreach

- @Esri Twitter
- @Esrigis Facebook
- @Esrigram Instagram
- @EsriFederalGovt Twitter
- @cmagruder (Esri ag lead)
- Esri national and global Twitter accounts + Esri tech evangelists
- @JohnDeere Twitter
- @Microsoft Twitter
- @FederalNewsNet
- @GISandScience

Primary USDA platforms

- Farmers.gov website
- @Farmersgov Twitter, Facebook, and Instagram
- @USDA Twitter and Facebook
- @USDA_NRCS Twitter
- @NRCSIowa Twitter
- Farmers.gov and NRCS GovDelivery

Hashtags

Ag-related: #agriculture, #farming #food, #farmers, #environment, #notillnovember

GIS-related: #GIS, #map, #storymaps, #data, #analytics, #tech, #IoT, #BigData, #dataviz, #BI, #mapforgood
Tick-tock

**November 20**
USDA receives clearance for the story through USDA Office of Communication and FPAC Communication

Esri’s StoryMaps team publishes the story

Esri’s StoryMaps team shares the story and social media strategy with Esri corporate social; emails internal stakeholders about the story

**November 21**

*By 8:00 am est*  
Esri’s StoryMaps team adds the story map to the Explore Stories section of the ArcGIS StoryMaps website

*By 11:00 am est*  
USDA publishes the farmers.gov blog post

*By 11:30 am est*  
USDA shares story on @farmersgov Twitter

USDA shares story on @farmersgov Facebook and reposts on @USDA Facebook

USDA posts story on @farmersgov Instagram

USDA distributes GovDelivery bulletins to farmers.gov, NRCS lists

USDA distributes story to target media via Cision

*By noon est*  
Esri’s StoryMaps team retweets farmers.gov

Esri’s StoryMaps team shares the story internally on Chatter with global marketing team and global business teams – including links to farmers.gov blog and channels

*Throughout the day*  
Esri’s StoryMaps team and Living Atlas team (plus stakeholders) share story and messages on social media; USDA shares posts as appropriate

**November 25**  
Esri’s StoryMaps team tweets from the @ArcGISStoryMaps Twitter; USDA and Esri’s Living Atlas retweet (or post a new tweet about the story)

Esri’s StoryMaps team promote the story map through the StoryMaps Weekly Snapshot internally

**December 5**  
Esri’s StoryMaps team publishes a blog post about building story maps and promoting them with partners

Esri’s StoryMaps team and USDA discuss promotion on December 3rd
Farming for the future story map: https://storymaps.arcgis.com/stories/795fa0328cb2497a8f960b5f3e8d2c7a

USDA Flickr album: https://www.flickr.com/photos/iowanrcs/albums/72157677166032276/with/31340580965/

USDA blog post:

Farming for the Future

*Story by: Esri and USDA*

The Prevo brothers, a fifth-generation farm family in Iowa, are investing in soil health and seeing record yields because of it. USDA, Esri, and Living Atlas have collaborated to highlight cutting edge data, geospatial information, and technology through the story of these brothers.

In 2011, the Prevos changed their crop management system from conventional tillage to no-till farming with cover crops. While their goal was to improve water infiltration in their fields, they also started seeing record yields.

Soil health isn’t just good for the environment, it’s good for farmers’ bottom lines.

Click here to read the interactive, multimedia story.

Access a text-only version of this multimedia story here. (PDF, XXX KB)
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ArcGIS StoryMaps website:


Farming for the future

Esri and USDA

Learn how science, data, and location intelligence support sustainable U.S. agriculture and local farm families, like the Prevo brothers in Iowa.

View the story

Explore stories

What we’re reading

Farming for the future

Highlights of the Ohio

Transcending boundaries in conservation

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**Social platforms:**

**Esri messages**

@USDA combines personal stories, engaging photos + usable #maps + #data in ArcGIS #StoryMaps to highlight innovation in American #agriculture. View the @farmersgov blog: [https://www.farmers.gov/connect/blog](https://www.farmers.gov/connect/blog)

Learn how government agencies, nonprofits & private industry partners – like @USDA, @Esri, @Microsoft & @JohnDeere – use #GIS & #BigData to make big gains for farmers & ranchers: [https://storymaps.arcgis.com/stories/795fa0328cb2497a8f960b5f3e8d2c7a](https://storymaps.arcgis.com/stories/795fa0328cb2497a8f960b5f3e8d2c7a)

Meet the Prevo brothers, fifth-generation farmers managing their family’s century #farm in Iowa. These soybean #farmers are investing in soil health—and seeing record yields doing it. View the #storymap: [https://storymaps.arcgis.com/stories/795fa0328cb2497a8f960b5f3e8d2c7a](https://storymaps.arcgis.com/stories/795fa0328cb2497a8f960b5f3e8d2c7a)

Try out the time-enabled web app – Crops of the USA - developed by Esri’s @LivingAtlas. It combines National Landcover & @USDA Cropscape data to represent #agriculture + #forestry together, over time. [https://www.esri.com/arcgis-blog/products/arcgis-living-atlas/mapping/time-enabled-croplands-reveal-the-rhythms-of-american-agriculture/](https://www.esri.com/arcgis-blog/products/arcgis-living-atlas/mapping/time-enabled-croplands-reveal-the-rhythms-of-american-agriculture/)

The Farming for the future #storymap features innovative partnerships that support sustainable American #agriculture through #IoT – like the @USDA, @Microsoft & @Esri project recently reported by @FederalNewsNet: [https://storymaps.arcgis.com/stories/795fa0328cb2497a8f960b5f3e8d2c7a](https://storymaps.arcgis.com/stories/795fa0328cb2497a8f960b5f3e8d2c7a)

**USDA messages**

Switching to no-till with cover crops greatly improved the yield on the Prevo brothers’ Iowa farm.

A study from AFT, funded by an NRCS Conservation Innovation Grant, showed that farmers saw an average return on investment of 176% when implementing soil health practices on their farms.

Farmers are innovators and need the tools to know what practices will be most successful on their land. USDA has worked with partners to help bring these tools to farmers.

Soybean yield fluctuates greatly from year to year. New technology, data, and science have helped some farmers increase soybean yield over the last decade.