Partnering with you to better serve growers

What?
- The Corn & Soybean Initiative is the new central point for accessing ISU’s premier research-based information on corn and soybean production

Why?
- To increase growers’ productivity and global competitiveness, while also conserving the environment
- To better serve corn and soybean growers and related industries
- To enhance the $7 billion economic impact of corn and soybean production in Iowa

Who?
- ISU’s team of research and extension faculty/staff
- Partners in agribusinesses, retailers, commodity organizations, farm media

How?
- Through public-private partnerships: Proven to be the most effective at delivering production information to growers
- Most certified crop advisors identify ISU as their primary source of information in serving growers
- Enhancing our partnerships will mean an even greater impact of ISU science-based information