

From: [Emmons, Heather - FPAC-NRCS, NV](#)
To: [Kinney, Drew - FPAC-NRCS, NE](#); [Nemecek, Jason - FPAC-NRCS, CO](#)
Subject: Fwd: Toolkit: Modernized Lab Data Mart Website Provides User-Friendly Soil Data
Date: Wednesday, March 22, 2023 11:29:29 AM
Attachments: [image001.png](#)
[image002.png](#)
[NRCS Toolkit - Lab Data Mart.docx](#)

Ok it's live! Tammy U will make elements about this live now on our website! I'm about to push back on the plane.

Happy Day!

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From: Mcniff, Nancy - FPAC-FBC, DC <nancy.mcniff@usda.gov>
Sent: Wednesday, March 22, 2023 10:23:53 AM
To: Emmons, Heather - FPAC-NRCS, NV <heather.emmons@usda.gov>
Subject: FW: Toolkit: Modernized Lab Data Mart Website Provides User-Friendly Soil Data

fyi


From: SM.FPAC.BC.RegionalCommunications <FPAC.RCT@usda.gov>
Sent: Wednesday, March 22, 2023 1:20 PM
Cc: Mcniff, Nancy - FPAC-FBC, DC <nancy.mcniff@usda.gov>
Subject: Toolkit: Modernized Lab Data Mart Website Provides User-Friendly Soil Data

Greetings NRCS Public Affairs Specialists:

The Soil and Plant Science Division released a newly updated Lab Data Mart website to bring valuable soil data to the public's fingertips. The modernized website provides user-friendly, state-of-the-art data through an interactive map that includes data based on the interactions between soil matter and infrared radiation called mid-infrared soil spectroscopy. The website can help customers better understand invaluable information about their specific soil and its dynamic properties that can change over time due to human impacts, land management, and climate change. Anyone looking to learn more about their soil can access the latest data to make more informed decisions and reduce potential soil risks and hazards.

The blog can be found here: <https://www.nrcs.usda.gov/conservation-basics/natural-resource-concerns/soil/news/protect-your-investments-in-the-soil-usdas>

We're asking for your help in amplifying the blog beginning at 1 p.m. ET on March 22, 2023. This includes distributing via GovDelivery and through your state Twitter accounts. Please customize materials where appropriate.

All graphics and the toolkit can be found here:  [032223_Lab_Data_Mart_Blog](#)

Toolkit Contents:

- GovDelivery Bulletin

- Tweets
- Graphics and Additional Screenshots (on SharePoint)

If you have questions, please contact [Nancy McNiff](#).

Thanks,

Dana Rogge

Public Affairs Specialist

Regional Communications Team



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[FSA](#), [NRCS](#) and [FPAC](#) Field SharePoint*

[govDelivery](#) Topic Administrator SharePoint*

*Restricted access