**NRCS Toolkit:**

**Modernized Lab Data Mart Website Provides User-Friendly Soil Data**

**When**: March 22, 2023, at 1 p.m. ET

**Description**: NRCS’ 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>

**POC:** [Nancy McNiff](mailto:nancy.mcniff@usda.gov)

**Guidance**: NRCS Public Affairs Specialists are asked to amplify the blog beginning at 1 p.m. ET on March 22, 2023. This includes distributing via GovDelivery and state Twitter accounts. Please proceed with any local- or state-level media queries; any regional- or national-level media queries should be flagged to [fpac.bc.press@usda.gov](mailto:fpac.bc.press@usda.gov) for guidance on next steps. Please customize materials where appropriate. [032223\_Lab\_Data\_Mart\_Blog](https://usdagcc.sharepoint.com/:f:/r/sites/FBC-ExtAFF/fieldservices/nrcs-field/Shared%20Documents/Announcement%20Toolkits/032223_Lab_Data_Mart_Blog?csf=1&web=1&e=mxXufW)

**Toolkit Contents**:

* GovDelivery Bulletin
* Tweets
* Graphics and Additional Screenshots (on SharePoint)

**GovDelivery Bulletin**



**Subject Line/ Title**: USDA’s Modernized Lab Data Mart Website Provides User-Friendly, State-of-the-Art Data

**Preheader**: Protect Your Investments in the Soil

**Body Text:** The newly updated Lab Data Mart website brings valuable soil data to the public’s fingertips through a user-friendly, state-of-the-art interactive map. Architects, educators, engineers, farmers, landowners, researchers, scientists, and 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. Understanding your specific soil and its dynamic properties, which can change over time due to human impacts, land management, and climate change, can be invaluable. **Learn more.** <https://www.nrcs.usda.gov/conservation-basics/natural-resource-concerns/soil/news/protect-your-investments-in-the-soil-usdas>

**Tweets**

* Shopping for the most up-to-date soil data? Look no further! The @USDA [Lab Data Mart](https://ncsslabdatamart.sc.egov.usda.gov/) is a user-friendly website with a helpful, interactive map that’s easy to navigate. LINK TO BLOG
* Do you value understanding your soil and its properties that can change over time due to human impacts, land management, and climate change? We do, too! Learn more. LINK TO BLOG
* Looking into #carbon credits or improving carbon sequestration? Our newly updated [Lab Data Mart](https://ncsslabdatamart.sc.egov.usda.gov/) website can determine how much carbon is in the top 12” of #soil to help you decide whether to sequester more & consider methods & practices to do it. LINK TO BLOG
* What’s the next best thing to having a #soil scientist looking at your soil? Learning about your property’s soil data at the @USDA [Lab Data Mart](https://ncsslabdatamart.sc.egov.usda.gov). LINK TO BLOG
* Whether working with an NRCS conservation planner or on your own, knowing the most about the soil helps you consider the whole ecological site, as well as ecosystem state and transition models. Visit the @USDA Lab Data Mart to dig deeper w/your soil education. LINK TO BLOG
* Looking to lease or buy land? The @USDA [Lab Data Mart](https://ncsslabdatamart.sc.egov.usda.gov/) may help determine if planned #farm management practices will work, and if not, what could be the added cost to do things differently to accomplish your #goals. LINK TO BLOG
* Through the newly updated @USDA [Lab Data Mart](https://ncsslabdatamart.sc.egov.usda.gov/), educators, engineers, farmers, landowners, scientists, and anyone looking to learn more about their #soil can access the latest data to make important decisions and reduce potential soil risks and hazards. LINK TO BLOG
* Protect your investments in the #soil. @USDA [Lab Data Mart](https://ncsslabdatamart.sc.egov.usda.gov/) provides more user-friendly, customized data w/an interactive map including data based on state-of-the-art laser technology. LINK TO BLOG