

## Highlights

### Use of Expiring Funds

Although CCSI was able to meet and exceed outreach deliverables, the impact of COVID travel and meeting restrictions led to funds from an expiring NRCS contract to be left on the table if not otherwise spent. The CCSI Oversight Committee – with NRCS approval – opted to direct those funds to support of Purdue Ag Center demonstrations, Locally-led Partnership project support, and PARP support.

The Purdue Ag Center (PAC) projects has strengthened the opportunities for partner engagement and promotion of soil health practices in a way that will likely have long-lasting positive impacts.

The projects submitted by partners for funding have been creative in a way that might be described as an “incubator project”.

## G1. Farmer Engagement and Involvement

### • Innovative and Visionary Farmers

*Quarterly Target: 1 ride-a-long, shop visit, or other (Each - A, NPM, SPM)*

*Listening sessions with Innovative and Visionary Farmers. Use to help identify needed field day and training topics.*

- May 12 – Middlefork Meadows Farm (A)
- May 13 – Mike Shuter (D)
- May 16 / 26 – Roger Wenning (SPM)
- May 19 – Ray McCormick (D)
- May 24 – Roger Wenning – Planting green into red clover (SPM)
- May 29 – David Brandt (D)

### • Conservative and Pragmatic Farmers

*Meetings and other opportunities for listening sessions to gain perspective on adoption issues/concerns of soil health practices. Use to help develop outreach topics and tactics.*

*Quarterly Targets: 1 ride-a-long, shop visit, or other (Each - A, NPM, SPM)*

- May 17 – Mike Book ride-a-long – notilling beans (SPM)
- May 21 – Dan Holderby ride-a-long – drilling beans (NPM)

### • Farmer Influencers

*Quarterly Targets: 1 LLP per region adding an influencer to their outreach planning team or board. (Each - NPM, SPM)*

*Continued work with W4tL, IANA, and other influencer groups.*

- May 10 – Pinney PAC / Liz Maynard (A)
- May 13 – Purdue Student Farm (A)
- May 19 – Hans Kok (D)
- May 20 – Women4theLand Steering Committee (NPM)

- **Presentations**

Quarterly Targets: Average of 3 soil health presentations or demonstrations. (A)

- April 7 – AGRY 105 “In-field Soil Health Assessments”; 4 rotations totaling 40 students

## **G2. Local Level Partnership Support**

### **1. Facilitate and Support Local Level Partnership’s Outreach and Education**

Quarterly Target: CCSI as a group materially participate in / support average of 15 LLP Outreach Efforts groups (CCSI Team Goal)

#### Workshops Completed

#### Workshops in Progress:

- 2021 CCSI Webinar and Virtual Shop/Field Visit Series
  - June/July – Relay Cropping – Loran Steinlage, IA
- July 8 – Hoosier Chapter SWCS
- July 15 – Cover Crop Cookout; SW SWCDs; Vanderburg Co Fairgrounds
- July 21-22 – TNC Advanced Soil Health Training
- July 27 – Pence Group / Wea Orchard
- July 28 – DeKalb County Agronomy Field Day
- July 29 – Carroll County event with soil health trailer
- July/August – Posey/Gibson County – Top Farmer Round Table
- July/August – Decatur Co Field Day (Roger Wenning)
- Late August – Rush/Shelby Co Cover Crop Field Day
- Late August – Parke/Vermillion Field Day
- September 15-16 – TNC Advanced Soil Health Training
- 2021 Clay Co Soil Health Field Day (tentative)
- November 6 – Regional Ag Forum; Posey County.
- November 16 – Spencer/Perry Workshop with Rick Clark and Wayne Fredericks
- Daviess Co – Soil Health Field Day, TBD 2021
- Morgan/Owen Farmer Roundtable Series TBD
- Vigo Co Small Farm Program – TBD
- December 10, 2021 Howard-Tipton County SWCD with Dr. Kris Nichols

### **2. Consistent Soil Health Messaging**

Annual Target: Outlined in fall with training team.

*Foundational Soil Health Trainings / Awareness, Knowledge and Understanding of Soil Health*

#### Trainings in Progress:

- NRCS Soil Health Division – Videos of In-Field Diagnostics
- August 31-Sept 2 – “3-Day Soil Health Training”
- ICP “Bucket Training” / In-field Soil Health Diagnostics
- September 2021 Soil Health Nexus In-Service (A)
- Soil Health Nexus website development and review (A)
- TNC/NRCS/CCSI Soil Health Lab Manual (A)

- Purdue Extension Soil Health Signature Program Development (D)

### 3. Professional Development Opportunities

*Annual Target: Outlined in fall with training team.*

*Advanced Soil Health Trainings / Applied Soil Health Knowledge and Skills*

Trainings in Progress:

- 2021 Soil Health Training Curriculum / Adaptation Planning
- 2021 SARE PDP – Cover Crop in Vegetable Production – PAC Demonstrations
- Date / Topic TBD: Advanced CCSI-SARE Trainings
- Date TBD: Pilot Social Science Training
- Date(s) TBD: CCSI-SARE Livestock Integration Trainings (A)
- Small Diversified Farm Extension Soil Health Pilot Program (A)
- Specialty Crop Field Demos (A)
- Purdue Extension Soil Health Signature Program (A)

### 4. Messaging to/from Local Level Partnerships

*Monthly Targets: 2-3 LLP visits. 1 Teleconference / Region (Each - NPM, SPM)*

- May 4 – Jackson SWCD (SPM)
- May 5 – Dubois SWCD (SPM)
- May 6 – SW SWCDs (SPM)
- May 12 – NW Soil Health Team Meeting (A, NPM)
- May 12 – NE Partners Meeting (NPM)
- May 14 – NNE IDEA Meeting (NPM)
- May 21 – SW Area CWI Networking Session (SPM)
- May 24 – SE & SW CCSI Regional Teleconferences (D, SPM, NPM)
- May 25 – NW NRCS Area Meeting (NPM)
- May 25 – Warrick Co SWCD (SPM)
- May 26 – NE & NW CCSI Regional Teleconference (D, SPM, NPM)

## G3. General CCSI Outreach / Communication

### 1. Marketing

*Quarterly Targets: 3-4 “formal” CCSI Updates (CCSI Team Goal)*

*Annual Target: 1-2 New External Partners*

*Ensure LLPs understand CCSI resources available to them; Ensure external partners are aware of CCSI strengths, tools, and opportunities.*

- May 3 – Events Newsletter; 949 delivered, 462 opened, 131 follow through
- May 18 – Events Newsletter; 945 delivered, 446 opened, 127 follow through

### 2. Soil Health Messaging

*Quarterly Targets: 3 Podcasts; 3-6 Blog Posts; 6 Newsletters;*

*Use social networks and other media tools to deliver soil health messaging and information.*

Completed Materials:

- Podcasts:
  - Spring Management of Cover Crops in Vegetable Production – Steven Meyers, Purdue University and Dan Perkins, Perkins Good Earth
- Blogs

- The Role of Pollinators in Agriculture
  - Cover Crops in Vegetable Production
- Social Media
  - April Twitter:
    - 85 Tweets, 31.8K impressions, 29 mentions, 1,924 profile visits, 5 new followers.
  - April Facebook:
    - 2,272 reach, 4,430 impressions, 262 engaged users
- Website
  - May 284 Users / 380 sessions

**Materials in Progress:**

- Adaptation of graphics to yard signs for download
- Adaptation of The Root Project to PowerPoint slides for download
- Urban Soil Health Program – Small Scale Nutrient Management
- Soil Health Nexus – Soil Health Matrix

#### **G4. Research**

Quarterly Targets: None

*CCSI no longer leads research projects; CCSI provides connectivity between researchers and cooperators; potential research needs.*

- Support - Indiana University SARE - Participatory Farmer Monitoring on Nitrate Loss (Yoder)
- Support – Purdue University SARE - Precision Winter Hardy Cover Cropping for Improving Farm Profitability and Environmental Stewardship (Armstrong)
- Support – No-till Pumpkin and Sweet Corn in Cover Crops (Maynard)
- Support – 2021-22 PAC Demo Plots

#### **OTHER**

- Purdue Extension Organic Specialist Search Committee (A)
- May 5 - ACI Emerging Professionals Leadership Program (EPLP)
- May 26 – June 4 Director Vacation