

Highlights

- CCSI Webinars and Virtual Shop Visits
 - Very well received, especially the Virtual Shop Visits. Virtual Shop Visits are broadcast live around equipment and interspersed with supportive imagery and/or video.
 - January 5 (Webinar) Ken Rulon “Soil Health Economics and Communicating with Ag Lenders”; 86 registrants, 77 attendees
 - January 19 (Virtual Shop Visit) Paul Jasa, UNL “Planter Set-up for High Residue Situations”; 223 registrants, 168 attendees
- IASWCD Annual Conference Presentation – “Soil Health Diagnostics”
 - 159 attendees
 - Went 20-30 minutes over allotted time b/c questions continued to come in.

G1. Farmer Engagement and Involvement

1. 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.

- January 5 – Ken Rulon (Pre/post webinar series)
- January 18 Blake Vince
- January 20 Michael Thompson

2. 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)

- January 26 – Field Trial Follow-ups (A)

3. 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.

- January 6 – Kent Yeager re rental contracts / soil health practices
- January 7 Blue River Grazing Group (D, SPM)
- January 7 – Elli Blaine, Urban Soil Health Program Director + CCSI Staff
- January 13 – Paul Jasa (tech test) (D, NPM, SPM)
- January 20 – Doug Peterson (tech test) (NPM, SPM)
- January 25 – AJ Adkins (tech test) (D, NPM, SPM)
- January 25 - Purdue Agronomy Extension group meeting (A)
- January 27 – TNC Advanced Soil Health Training Steering Comm. Meeting (D, NPM, SPM)

4. Presentations

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

- January 7 – St. Mary’s Watershed Webinar Series “Basic Soil Health Principles” 34 attendees/12 additional views (A)
- January 13 – IASWCD Annual Conference “Soil Health Diagnostics” 159 attendees

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

- January 5 (Webinar) Ken Rulon “Soil Health Economics and Communicating with Ag Lenders”; 86 registrants, 77 attendees (A, D, SPM, NPM)
- January 19 (Virtual Shop Visit) Paul Jasa, UNL “Planter Set-up for High Residue Situations”; 223 registrants, 168 attendees (A, D, SPM, NPM)
- January 25, 27 – (Webinar) Indian-Kentuck Watershed Cover Crop Webinar; 16 attendees; 46 video views (NPM, SPM)

Workshops in Progress:

- 2021 CCSI Webinar and Virtual Shop/Field Visit Series
 - February 2 (Virtual Shop Visit) AJ Adkins, NTM Ag/Dawn Equipment “Planter Modifications for Different Planting Conditions”
 - February 16 (Webinar) Rodney Rulon “So... you want me to change how I farm?”
 - March 2 (Virtual Shop Visit) Carter Morgan “Plan A (B, C, and D) for Planting Green Successfully”
 - March 16 (Virtual Farm Visit) John Pike, Pike Ag “Precision Cover Cropping for Biostrip-till”
- February 12 (Virtual) – Carbon and Ecosystems Markets with American Farmland Trust
- February 2 – (In-person) Southern Region Soil Health Workshop
- February 4 – (Virtual) Lower Salomonie Watershed Field Day
- February 3, 10, 17, 24 – (Virtual) VUJC Land Stewardship Initiative
- February 10 – Howard/Tipton SWCD with Dr. Kris Nichols
- February 12 (Virtual) Carbon Market Trading Panel
- February 22, 25, March 1, 4, 8 - (Virtual) Advanced Soil Health Training for Ag Retail with TNC
- March 4-6 (Virtual) Indiana Small Farm Conference
- Wabash SWCD Annual Meeting (working on speaker support)
- March 2 – IN PERSON Warrick County Breakfast
- March DATE Indiana Small Farm Conference
- March 13 IN PERSON Orange Co Farmer Breakfast
- March 2021 Clay Co Soil Health Field Day (tentative)
- November 2021 – Spencer/Perry Workshop with Rick Clark and Wayne Fredericks
- Daviess Co – Soil Health Field Day, TBD 2021
- 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

Completed Trainings

- N/A

Trainings in Progress:

- 2021 Soil Health Training Curriculum / Adaptation Planning
- March DATES – (Virtual) Core Cover Crops and Soil Health Systems
- August 31 – September 2 Soil Health and Sustainability for Midwestern Field Staff aka “3-Day Soil Health Training”
- Purdue Extension Soil Health Signature Program (A)
- Soil Health Nexus website development and review (A)
- TNC/NRCS/CCSI Soil Health Lab Manual (A)
- September 2021 Soil Health Nexus In-Service (A)

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 Curriculum / Execution Planning

3. Messaging to/from Local Level Partnerships

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

- January 12 – SSCB (D)

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.

- December 01 – Events Newsletter: 1287 delivered; 48% open rate; 10% click rate
- December 09 – Upcoming CCSI Events: 1287 delivered; 50% open rate; 11% click rate
- December 22 – Events Newsletter: 1287 delivered; 48% open rate; 10% click rate

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
 - Soil Health Economics and Communicating with Ag Lenders with Ken Rulon and Keith Berns
 - Cover Crops and Soil Health in Sweet Corn Production
- Blogs
 - Sweet Corn Charlie – Podcast Supplement (NPM)

- Social Media
 - Twitter: 19 Tweets, 30.2K impressions, 6 mentions, 669 profile visits, 14 new followers.
 - Facebook: **29,958 reach, 32,907 impressions**
- Website
 - 545 users (up 54%) / 728 sessions (up 52%)

Materials in Progress:

- No-Till Pumpkin planting; follow up video and still footage – Will include write-up for Small Farm Conference
- Sweet corn planter testing
- Adaptation of graphics to yard signs for download
- Adaptation of The Root Project to PowerPoint slides for download

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)

G5. Funding

OTHER

- Professional Development
 - National No-Till Conference (D, A, NPM, SPM)
 - IASWCD Annual Conference (D, A, NPM SPM)
 - ACI EPLP 2/3 Statehouse Meeting (A)
 - Cover Crop Leadership Lab 1/25 (D)
- Steuben Co SWCD Staff Assistance – help understanding and using virtual platforms for Annual Meeting needs (NPM)
- Virtual Field Day Kit to Barry Fisher to record demonstrations, etc.