



General Report **October 2017**

Highlights

- USB-High-oleic soybean sustainability program sign-up complete. \$16,000 to be distributed among 3 SWCDs for their participation.
- Commencement of strategic plan roll-out
- 2018 Soil Health Training curricula reviewed, updated

G1. Farmer Engagement and Involvement

1. Innovative and Visionary Farmers

- 10/19 Ride-a-long w/ Jamie Scott (A)

2. Conservative and Pragmatic Farmers

- 10/3 – Meeting on soil health messaging strategies w/ Indiana Farm Bureau, ICMC – how to help farmers and others reach conservative and pragmatic demographics. (D, Klaidivko)

3. Farmer Influencers

- USB-High Oleic Sustainability Program Sign-up Complete

Upcoming / Work in Progress

- Dec 7-8 – Buffet-SARE National Conference on Cover Crops, Indianapolis

G2. Local Level Partnership Support

1. Facilitate and Support Local Level Partnership's efforts to deliver soil health messaging

- USB-High Oleic Sustainability Program
 - i. Sign-up complete. \$16,000 to be distributed to 3 SWCDs for their participation.
- TNC-Coke Cover Crop Program
 - i. \$\$\$Cover crop enrolment complete in Montgomery, White counties. Montgomery SWCD to receive \$500 compensation for their participation.
- 10/10 – SE NRCS Area Meeting. Strategic plan rollout (D)
- 10/12-13 – IDEA Conference (D, A, PM, CM)
 - i. Strategic plan rollout (D)
 - ii. CCSI Brochure distributed to all attendees
 - iii. Conducted surveys on perception of CCSI with SWCD employees
- 10/19 – Overview of CCSI services, research, partnership with Wabash SWCD staff (A)
- 10/23 – INFA Regional Meeting planning (D, A, PM)
- Local Workshops
 - i. Speakers secured for Dec 6 Rush-Shelby workshop
 - ii. Dave Brandt secured for 1/30 SE Region Soil Health Workshop
 - iii. Cameron Mills secured for 1/23 Tipton Co. Beginning Farmers series.

2. Consistent Soil Health Messaging

- 2018 Training Curricula reviewed, updated
- Soil Health Tech Notes – 10/10 meeting w/ NRCS staff to outline tech note update needs / strategies. (A)

- Oct 22-25 – ASA, CSSA, SSSA International Annual Meeting (EK team)

3. Professional Development Opportunities

- 2018 Training Curricula reviewed, updated

4. Messaging to/from Local Level Partnerships

- 10/3, 10, 18, 25 – CCSI Regional Teleconferences
 - i. Suggested speakers for monthly “star” teleconferences
 - ii. Continued development of key topics for articles
 - iii. Ideas for expanding teleconference participation

Upcoming / Work in Progress

- Nov 8 – Soil Health Interim Results Webinar (EK team)
- Nov 9 – Jasper Co Field Day
- Nov 16 - SWCS Fall Workshop - Pollinators and Beneficials
- Dec 6 – Rush-Shelby County Cover Crop Workshop
- 2018 Tri-County Soil Health Field Day Assistance - Starke, Marshall, St. Joe Counties

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

- Internal
 - 2018 Inter-agency Soil Health Communications Plan drafted.
 - 10/11 Purdue Agronomy Extension Group meeting presentation on CCSI and update of past year (A)
 - Internal CCSI Promotional Brochure rollout

2. Soil Health Messaging

- 10/10 – Meeting to identify Soil Health Tech Note update needs / strategies
- Interim CCSI Farmer Reports completed. Webpage ready for publication.
- Interagency lender videos complete.

G4. Research

1. Current Obligations

2. Action Plan

- 2018 sampling plan developed

3. Vetting System

- Provided connectivity between researchers and ICP staff on cover crops /wildlife research

G5. Funding

1. Budget Development

- CTA agreement
 - Projections complete through 9/2018
 - Adjustments for Purdue contract identified
 - Suggested adjustments for remaining funds identified

2. Capital Structure Plan

3. Funding Model

- 2018-2019 Funding needs, funding model developed

General Organization

- Professional Development
 - GIS Training (A, PM)