

Highlights

“Relaunch” of the CCSI-HAT Soil Health Podcasts

The partnership of Hoosier Ag Today and CCSI is in its 5th season. This summer, Hoosier Ag Today engaged Elise Koning to produce the CCSI-HAT Soil Health Podcasts. With her addition (and a background in conservation and soil health), one podcast has been dropped, another has been recorded, and two more are being scheduled – helping to ensure a regular season of informational podcasts. The first podcast, featuring John Jamerson and Denise Greer Jamerson of Lyles Station can be heard at <https://ccsin.info/LTOG>. The podcast is available on the CCSI website as well as Hoosier Ag Today, Amazon Music, Apple Podcasts, Google Podcasts, iHeartRadio, Pandora, Spotify and Stitcher.

The Root Project Slides

The first batch of Root Project imagery for use in PowerPoint presentations was uploaded to the CCSI website on 10/31 for wider distribution on 11/1. By 11/4, slides had been downloaded from every continent except Antarctica.

Strategic Planning

An in-person Strategic Planning session was held on November 29th. A strong mix of partners attended the meeting (including Marc Roberts, Montgomery SWCD / IASWCD). An outline of program goals, strategic priorities, and measurements were developed. Finalization of the updated strategic plan will occur over the coming winter.

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.

- 11/02 Russell Hedrick (SPM)

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)

- 11/04 Quentin Overbeck (Remington Farms) – Tour of grain leg and supper in Remington. Overbeck farms somewhere between 15,000-30,000 acres with a staff of 10. (A)

1. Farmer Influencers

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

-

2. Presentations

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

- 11/02 North Central Region Water Network – CCSI Overview (virtual) (D)
- 11/05 –Newton County Soil Health Field Day, Brook, “In-Field Soil Health Diagnostics” (45 attendees)
- 11/10 – Dubois County Economic Forum, Jasper, “Soil Resiliency and Carbon Markets” (50 attendees)
- 11/15 Indiana Conservation Partnership Leadership – CCSI Overview and Update (D)
- 11/16 – Purdue Extension ANR Retreat, West Lafayette, “Best Management Practices for Soil Health” (30 attendees)
- 11/21 – Gibson County Master Gardeners, Princeton, “Soil Health and Rainscaping” (13 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

- 11/04 – 5 Sand County Foundation Watershed Leadership Retreat (30+/-)
- 11/05 Newton County Field Day, 55 attendees
- 11/10 Dubois County Economic Forum, 50 attendees
- 11/16 ANR Retreat, 30 attendees
- 11/29 WLEB Workshop (virtual), 35 attendees

Workshops in Progress:

- 12/01 Parke/Vermillion Field Day
- 12/02 Hancock County PARP
- 12/08 Newton County PARP
- 12/15 Indiana Master Naturalist Program
- 12/16 Posey/Gibson PARP
- December 2022 – Parke-Vermillion Event (reschedule)
- 01/09 IASWCD Annual Conference break-out session
- 02/07 Regional Soil Health Workshop, Salem
- 02/07, 21, 28 German American Bank Lunch-n-Learn for Ag Lenders
- 03/07 Orange County / Lost Watershed Field Day
- Late spring 2023 Brown County/Lake Monroe Watershed Field Day/Workshop
- Late summer/early fall Lawrence County Soil Health Field Day
- Lawrence County Soil Health event (before 2025)
- DeKalb County SWCD Workshop – Date TBD
- March – Miami County Winter PARP meeting
- 2021 – 23 – Kankakee Basin and WLEB series of events to support existing RCPP (WLEB) and proposed RCPP (Kankakee) (NPM)

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

- 10/25-26 Byron Seeds Dealer Training (with Barry Fisher)

Trainings in Progress:

- 02/28/23 CCSI-SARE Intro to Soil Health
- 04/04, 18, 25 (virtual) 04/11 (in-person) CCSI-SARE Foundational Soil Health Series
- 06/24-29 Soil Health and Sustainability for Midwestern Field Staff (3-Day Soil Health)
- Soil Health Signature Program Curriculum Development
- Soil Health PARP Regulatory Topic Development

Professional Development Opportunities

Annual Target: Outlined in fall with training team.

Advanced Soil Health Trainings / Applied Soil Health Knowledge and Skills

Completed Trainings:

- 2022 SARE PDP – Cover Crop in Vegetable Production – PAC Demonstrations

Trainings in Progress

- 2023 Expanded CCSI-SARE-NWF Grow More (Selling Conservation) Training rollout

4. Messaging to/from Local Level Partnerships

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

- 11/1 Jackson County SWCD and Extension (SPM)
- 11/02 – ANR Monthly Update, Virtual (A)
- 11/04 – Dearborn Co SWCD and Extension (SPM)
- 11/09 NRCS Update (NPM)
- 11/14 – Purdue on the Farm Operations Committee Meeting, Virtual (A)
- 11/14 – Purdue Extension State-wide Meeting, Virtual (A)
- 11/15-16 – ANR Retreat, West Lafayette (A)
- 11/18 - Jennings Co SWCD (SPM)
- 11/18 – Bartholomew Co SWCD (SPM)
- 11/21 – Purdue UAV Team Meeting, Tipton (A)
- 11/28 – Agronomy Extension Meeting, Virtual (A)
- 11/28 – Northern and Southern CCSI Teleconferences (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.

- November 1 – Events Newsletter; 2858 delivered, 38% open rate, 8% click rate
- November 15 – Events Newsletter; 2236 delivered, 31% open rate, 5% 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
 - Jon Lundgren Ecdysis + Pat Bittner (Vanderburgh Co Farmer) – Insect apocalypse; Positive effects of soil health systems for beneficial insects
 - (Upcoming) Hans Schmitz, CCSI/Purdue Extension, and Austin Pearson, Midwest Regional Climate Center/Purdue Extension – Climate, Weather, and Soil Health
- Social Media
 - Twitter: 70 tweets, 39.7K impressions, 3.4K profile visits, 108 new followers
 - Facebook : *Facebook reporting platform update; statistics unavailable.*
- Website
 - September 454 users, 4.5K sessions

Completed Materials:

- Before You Sign: Seven Tips for Carbon Markets (Link: https://mdc.itap.purdue.edu/item.asp?Item_Number=EC-819-W)
- Indiana Winter Climate Outlook (Link: <https://extension.purdue.edu/news/2022/11/wet-winter-predicted-for-indiana,-plus-white-christmas-predictions.html>)
- Adaptation of The Root Project to PowerPoint slides for download
- CCSI and Partnerships, ISA and Purdue Extension (interview)

Materials in Progress:

- Deployment of Root Project slides
- CCSI and Partnerships, ISA and Purdue Extension (interview)

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)
- Notre Dame – Indiana University – Purdue University collaboration
- Grant proposals for Midwest Climate Hub Partnership and Midwest Climate Hub CAP submitted. (A)

OTHER

- Participated in grant development for \$11.5 million worth of potential funding and associated with an additional \$1.5 million proposal for climate-related projects. (A)