



## General Report **September 2017**

### Highlights

- *Sept 25 CCSI-SARE Advanced Cover Crops – Commodity Crop Track, Greensburg*
  - 41 Attendees (4 CCAs, 1 NGO, 22 NRCS, 1 ISDA, 3 SWCD, 5 Purdue/Extension, 1 watershed, 1 IDNR, 3 walk-ins/other)
- *Sept 26 CCSI-SARE Advanced Cover Crops – Commodity Crop Track, Vincennes*
  - 54 attendees (9 CCAs, 2 NGO, 35 NRCS, 3 ISDA, 2 SWCD, 1 IDEM, 2 other)
- Arranged speakers for Nov 16 *Hoosier Chapter SWCS Fall Workshop – Pollinators and Beneficials*
- *Vole – Cover Crops Research*: Provided connectivity between Purdue University Wildlife Researchers and ICP partners to forward project.
- *USDA-NRCS National Soil Health Division CESU Agreement* finalized to continue soil health sampling through Fall 2018; analysis through August 2019

### G1. Farmer Engagement and Involvement

#### 1. Innovative and Visionary Farmers

- *Sept 5/6 – CTIC Tour: Farm Stop / Host CCSI Farmer Dan DeSutter*

#### 2. Conservative and Pragmatic Farmers

- *Sept 29<sup>th</sup> and 30<sup>th</sup> Beginning Farmer Veteran Tour (A)*

#### 3. Farmer Influencers

- *USB-High Oleic Sustainability Program* sign-up through program partners underway

#### Upcoming / Work in Progress

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

### G2. Local Level Partnership Support

#### 1. Local Level Partnership's Soil Health Messaging

- *Sept 7<sup>th</sup> – District Support Specialist Teleconference (PM)*
  - Discussion with all DSS's on developing partnerships with districts
  - Established need for clearly outlined purpose of CCSI and listing of assistance available from CCSI
- *Sept 11<sup>th</sup> IDEA Leadership Meeting (PM)*
  - Established need for "Partner Update" portion at Conference
  - Discussed target audience and message for CCSI at IDEA Conference
  - Informed of increased popularity and curiosity amongst IDEA leadership in CCSI happenings
- *Sept 14<sup>th</sup> Walt Sell – Vo- Ag Soil Health Website teleconference (PM)*
  - Ideas for soft launch of website
  - Connected Walt with IDEA conference leadership for outreach
- *September 29<sup>th</sup> – Rush County Planning Teleconference (D, PM)*
  - Developed partnership to assist Rush-Shelby Counties in December "Basics of Cover Crops" Workshop

## 2. Consistent Soil Health Messaging

- *Sept 5/6 – CTIC Tour, Lafayette Area*
  - Farm Stop / Host – CCSI Farmer Dan DeSutter
  - Interim Soil Health Findings - Drs. Eileen Kladviko and Stacy Zuber
  - Part of planning team
- *Sept 7<sup>th</sup> – Purdue University AGRY 560, West Lafayette (A)*
  - Soil Physics field lab on Soil Health and Soil Penetration Resistance.
  - 13 students
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## 3. Professional Development Opportunities

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

- *Sept 28 USB-High Oleic Soybean Sustainability Project teleconference (A, PM, D) to update partners on project, Q&A on process*
- *Sept 27 Agronomy Extension Group meeting. (A)*

### Upcoming / Work in Progress

- Oct 3 – Indiana Ag Nutrient Alliance Messaging Strategy (D, EK)
- Oct 10 - Tech Note Development Meeting, USDA-NRCS State Office (A)
- Oct 11 Agronomy Group Extension meeting (A)
- Oct 12-13 IDEA Fall Conference (D, PM, A, CM)
- Oct 23<sup>rd</sup> INFA Regional Meeting Training (D, PM, A)
- 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

### • Marketing Campaign / Strategies

- *September 27<sup>th</sup> – Morgan County SWCD Visit (PM)*
  - Staff Introductions to CCSI
  - Discussed various aspects of assistance and partnership CCSI can offer the district
    - i. Organizing & Scheduling Ride-Alongs for office staff with top conservation farmers
    - ii. Assist in planning of early spring “Basics of Cover Crops” Workshop in partnership with Morgan, Johnson and Brown Counties
    - iii. Provide support in finding/applying for grants to assist with conservation cost shares in county
- *Sept 28<sup>th</sup> Soil Health Team Meeting, Indianapolis (D, A, Post-Doc)*
  - CCSI Strategic Plan Highlights (D)
  - Target Audience - USDA-NRCS Soil Health Team Members
  - Approx 30 attendees

- Internal CCSI Promotional Brochure – 1<sup>st</sup> Draft
- **Soil Health Messaging**
  - *First Interim CCSI Farmer Report completed*
  - *Lender Video*
    - Editing complete on series of 3 videos w/ Ag Lender
    - Topic = talking with lenders about cover crops
  - Social Media:
    - Facebook – Audience reach of 1,458 (highest point) during month of Sept.
    - Twitter – 32,000 Twitter impressions during month of Sept. (does not include reach)

#### **Upcoming / Work in Progress**

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

#### **G4. Research**

- Vole – Cover Crops Research: Provided connectivity between Purdue University Wildlife Researchers and ICP partners to forward project.

#### **G5. Funding**

##### **1. Budget Development**

##### **2. Capital Structure Plan**

##### **3. Funding Model**

- *USDA-NRCS presented Collaborative Agreement* opportunity to fund two new positions. Focus on providing assistance to local level partnerships by providing training and technical direction and facilitating events; Serve as an advocate for CCSI to SWCD's, and assist them to engage in outreach / education activities. Duration: 3 years. Match required: \$0.00
- *USDA-NRCS National Soil Health Division CESU Agreement* finalized to continue soil health sampling through Fall 2018; analysis through August 2019.

#### **General Organization**

- *Sept 7 – Oversight Committee Meeting, Lafayette*
  - Final Version of Memorandum of Understanding between IASWCD, ISDA, SSCB, USDA-NRCS, and Purdue, forwarded for execution.
  - By-laws reviewed and adopted as amended
  - Strategic Plan, Action Plan Drafts completed, reviewed, in edit
- **Strategic Plan Roll-out**
  - Oct 11 – SE NRCS Area Meeting, North Vernon (D)
  - Oct 12 – IDEA Conference, W Lafayette (D, A, PM, C)
  - Oct 31 – SSCB, Winchester (D)
  - Nov 13 – SSW SWCD Region Meeting, Vincennes (D)
  - Dec 5 – NE NRCS Area Meeting, Columbia City (D)
  - Dec 5 – NNW SWCD Region Meeting, Lake Co (D)
  - Dec 6 – NW NRCS Area Meeting, Lafayette (D)
  - Dec 7 - NSW SWCD Region Meeting, Lebanon
  - Dec 20 – SW NRCS Area Meeting, Vincennes (D)