



Highlights

- IANA-CCSI Soil Health Trainings
 - Retailer Roundtable Pilot locations identified
 - Adaptation of existing CCSI Soil Health Curricula to Ag Retailers
 - Draft for 2019-2020 action (funding permitting)
 - SARE Grant Proposal submitted
- Events in general
 - 187 attendees, 8 events
 - Included presentations to Conservative/Legacy growers at 2 Red-Gold Grower Meetings and a USB-HOS Meeting
- Social Media
 - Twitter: 77 Tweets; 34.5K Impressions (up 4.3% from February); 320 profile visits; 24 new followers
Surprising newer followers: US Rep Tim Walz - MN, NRCS Chief Bill Northey, and soil health farmer Jimmy Emmons
 - Facebook: 2859 reach (up 177% from February)

G1. Farmer Engagement and Involvement

1. Innovative and Visionary Farmers

- Conservation Tillage and Technology Conference, Ohio (3/6-3/7) – vetting speakers, networking with attendees (PM, A)

2. Conservative and Pragmatic Farmers

- 80+ farmers reached
- Use of INFA meetings as listening sessions for issues, concerns, etc (D, PM, A)
- United Soybean Board – High-oleic Soybean Sustainability Program – 2018 Rollout to potential enrollees (D, PM, A)
- Red Gold Growers meetings (3/22 and 3/26) – Presentation on Residue Management, intake on management decisions (A)
- INField Advantage Advisory/Planning Meeting (3/28) – Strategic Planning for INFA; Strategies to move participants along continuum of soil health practice adoption
Note: 51% of INFA fields are tilled (D)

3. Farmer Influencers

- Ag Retailer Outreach with Indiana Ag Nutrient Alliance (IANA)
 - NC SARE Professional Development Program proposal submitted to adapt the CCSI-SARE Soil Health Curricula to Ag Retailer Audiences; IANA partner
- Non-Operating Landowner (NOLO) Soil Health Outreach Strategy *update*
 - NRCS requested print materials for adaptation form National
 - NRCS and TNC selecting 2-3 watersheds for pilot based on geographical focus and number of NOLOs present
 - CTIC contracted to write feature article;

- Due to National NRCS constraints, launch is likely late May to June
- Partners: CCSI, TNC, W4tL, USDA-NRCS, ISDA, Extension

Upcoming / Work in Progress

- IANA Retailer Roundtable (Summer 2018) Planning (D, PM) – 4 locations / 6 SWCDs engaged to facilitate logistics

G2. Local Level Partnership Support

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

- Local Visits (Target of 2-3 visits / month reached)
 - 3/15 – Met with new ISDA NE Resource Specialist to discuss CCSI and assistance with upcoming EPA Tour (PM)
 - 3/22 – Mtg with Wabash SWCD and NRCS to review current events and projects (PM)
- Local Workshops
 - 3/2 – Wabash SWCD Annual Meeting, Wabash (PM), 50 est. Arranged speaker
 - 3/13 – INFA, Salem (PM), 13 attendees
 - 3/14 – INFA, Greensburg (PM), 18 attendees
 - 3/14 – INFA, Manilla (PM), 4 attendees
 - Workshop Planning in Progress**
 - 3/29 - WLEB Science Summit planning committee (D)
 - 3/15 - EPA Region 5 Tour – general logistic assistance; BMP stops (PM, D)
 - 3/8, 3/22 - Werling Field Day; Roemke Field Day – speaker mgmt (PM)

2. Consistent Soil Health Messaging

- April Core Cover Crops and Core Soil Health Systems
 - Trainings locations set, speakers finalized
 - 3/13 Email campaign to NRCS, SWCD staff, SWCD Supervisors, ISDA staff, ANR Extension Educators, IDEM watershed managers. Leadership emails included NRCS state office, IASWCD board members, ISDA and IDEM division heads; Separate email to DNR (to reach property managers)
 - 3/9, 3/21 – CCSI Newsletter headed with training information
 - Registrants as of 3/31:
 - Core Cover Crops – 2 ISDA; 1 Extension; 13 SWCD; 10 NRCS; 5 farmers/consultants
 - Core Soil Health Systems: 6 ISDA, 1 Extension; 7 SWCD, 7 NRCS, 2 other

3. Professional Development Opportunities

- Compilation of Soil Health Training Attendance 2013-2017 complete; Distributed to Shannon Zezula and Stephanie McLain, NRCS; Jordan Seger and Meg Leader, ISDA; Walt Sell, Purdue (D)

4. Messaging to/from Local Level Partnerships

- Scheduling w/ TNC – Indy Zoo for one of initial WebEx

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

- CTIC contracted to develop 3 print-ready feature articles: NOLO outreach; Nutrient / Soil Health Strategy; DFFS
- NOLO Outreach strategy in progress by interagency team (See Goal 1.3, above)

2. Soil Health Messaging

- Soil Health Events Newsletters
 - i. 3/9 – 1073 recipients, 22.3% open rate (19.7% industry average), 6.6% click rate (2.3% industry average)
 - ii. 3/21 – 1070 recipients, 22.4% open rate (19.7% industry average), 6.9% click rate (2.3% industry average)
- Social Media
 - i. Twitter: 77 Tweets; 34.5K Impressions (up 4.3% from February); 320 profile visits; 24 new followers
Surprising newer followers: Rep Tim Walz, Bill Northey, and Jimmy Emmons
 - ii. Facebook: 2859 reach (up 177% from February)

G4. Research

1. Current Obligations

- Sampling supplies distributed

2. Action Plan

3. Vetting System

4. Other

G5. Funding

1. Budget Development

2. Capital Structure Plan

3. Funding Model –

- SARE Professional Development Program grant proposal with IANA submitted

General Organization

- Professional Development
 - 3/6-7 Conservation Tillage and Technology Conference, OH (PM, A)
 - Agronomist received CCA 4R NMS Specialty Certification
- 3/28 Agronomy Extension Group Meeting (A)
- 3/1 CCSI Oversight Committee Teleconference