



## Highlights

- Program Manager Position
  - Telephone and In-Person Interviews Conducted. Offer to be made.
- Grants
  - CWI presentation made to SSCB Board. Decision on funding to be made at Sept meeting
  - NC-SARE Grant approved to adapt Soil Health Trainings to Ag Retailer audience. IANA is partnering organization.
- Inaugural Soil Health Podcast
  - Topic: Grazing and Cover Crops
  - Guests: Jamie Scott, farmer-expert and Susannah Hinds, NRCS Grazing Specialist
  - 750 downloads on 600 unique devices
- CCSI-SARE Trainings
  - Advanced Soil Health Systems 7/25-26: 2 ISDA, 2 Extension, 17 NRCS, 6 non-staff attended
  - John Kempf Q&A for ICP Staff added to August “Tour”

## G1. Farmer Engagement and Involvement

### 1. Innovative and Visionary Farmers

- July 25 - Farmer Round-table hosted by Mike Brocksmith; 14 attendees (A, PM)

### 2. Conservative and Pragmatic Farmers

- July 19 Danone Listening Session for Industry and Dairy Farmers
  - Logistical and planning support (PM)
  - 65 attendees
- Telephone support re planter plates for cover crop seeding (D)

### 3. Farmer Influencers

- Monsanto research station tour, including cover crop plots, meeting w/ Monsanto Agronomist (A)
- INFA Support (A)
  - Webinar facilitation
  - Intake from Jim Camberato and Keith Johnson re fertilizers and manures
- W4TL Support (PM)
  - Logistic support for Sept 18 and 20 Learning Circles
- July 24 - St. Mary's Watershed
  - Perceptions survey review by Prokopy lab
  - In-take on outreach strategies to ag retailers w/ local stakeholders
  - Assisted with table facilitation (D)

## **G2. Local Level Partnership Support**

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

- Program Manager Position: Telephone and In-person interviews completed; Offer to be made.
- July 24 – Wenning Field Day
  - i. Focus: OSU Soil Health Test Kits, In-field soil health assessments
  - ii. Arranged Speakers, Logistics Assistance
  - iii. Approximately 50 attendees
- Local Workshops – Planning in progress
  - i. August 6-9 - Retailer Roundtables with IANA
  - ii. Aug 13, 14, 15 – John Kempf “Tour” targeting Amish/Mennonite Communities
    - 1. Aug 13 – Clearspring Produce Auction
    - 2. Aug 14 – Daviess Co Produce Auction
    - 3. Aug 15 – Byron Seed Forage Field day
  - iii. Aug 22 - Speaker support for SE SWCD Supervisor Training
  - iv. Aug 23 – Speaker funds committed for David Brandt, Steve Groff; Logistical support for speakers’ scheduling.
  - v. Sept 5 - Werling and Roemke Field Days – logistics assistance, speakers secured
  - vi. Sept 6 – Mike Shuter Soil Health for Organic Transition workshop w/ Soil Health Partnership and local partners
  - vii. WLEB Science in Conservation – planning team support
  - viii. Hoosier Chapter SWCS Fall Meeting – Program and Development Chair (PM)

### **2. Consistent Soil Health Messaging**

### **3. Professional Development Opportunities**

- Advanced Soil Health Systems
  - i. July 25 – Greensburg; July 26<sup>th</sup> -Vincennes
  - ii. Speakers: Rafiq Islam, Alan Sundermeier, Yogi Raut (OSU), Barry Fisher and Stephanie McLain (NRCS), Joe Rorick (CCSI)
  - iii. 2 ISDA, 2 Extension, 17 NRCS, 6 non-staff attended
- August 14 – John Kempf Q&A Session for ICP staff added to “Tour”

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

- Regional CCSI Teleconferences
  - i. 7/17 – southern region / 7/18 northern region
- District Technical Support/District Visit
- Provide connectivity between retailers and SWCDs through Retailer Roundtables (See G1.3 above)

## **G3. General CCSI Outreach / Communication**

### **1. Marketing Campaign / Strategies**

- Press Release – Soil Health For Organic Transition – Sept 6 Mike Shuter Event

### **2. Soil Health Messaging**

- Inaugural Soil Health Podcast with Hoosier Ag Today
  - i. Topic: Grazing and Cover Crops

- ii. Guests: Jamie Scott, farmer-expert and Susannah Hinds, NRCS Grazing Specialist
  - iii. 750 downloads on 600 unique devices
- Soil Health Events Newsletters
  - i. 7/11 – 1059 delivered; 18.5% open rate (20.0% industry average); 7.0% click rate (2.0 % industry average)
- Social Media
  - i. Twitter: 51 tweets; 22.2K impressions; 124 link clicks; 16 new followers
  - ii. Facebook: 2,186 reach

#### **G4. Research**

##### **1. Current Obligations**

- Lessons learned report – request from NRCS Soil Health Division for future webinar or meeting w/ staff to “teach”

##### **2. Action Plan**

##### **3. Vetting System**

##### **4. Other**

#### **G5. Funding**

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

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

##### **3. Funding Model –**

- July 25 – SSCB CWI grant presentation for Agronomist, Director match
- NC-SARE Professional Development Grant Approved
  - \$74,875 over 2 years
  - Adapt Soil Health Training Curriculum to Ag Retailer audience
  - IANA as partner

#### **General Organization**

- Professional Development:
  - July 30- August 1 - International SWCS Conference (PM)