



General Report December 2017

Highlights

- Strategic Plan Rollout
 - CCSI strategic plan rolled out at 7 different meetings across state
 - Adoption, funding tools well received
- SWCS-Buffett Conference
 - Approximately 500 attendees at conference
 - Opportunities for partnerships, potential funding mechanisms identified, explored
- CCA Conference
 - 150 flash drives filled with cover crop tools and resources distributed to assist CCAs as they work with their clients.

G1. Farmer Engagement and Involvement

1. Innovative and Visionary Farmers

- Soil Health Forum ready for soft launch

2. Conservative and Pragmatic Farmers

3. Farmer Influencers

- First draft content for conservation lease w/ Purdue Extension, Ag Econ (A)

Upcoming / Work in Progress

- Agribusiness Council of Indiana January Meeting

G2. Local Level Partnership Support

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

- 12/5 – NE NRCS Area Meeting – strategic plan rollout (D)
- 12/5 – NNW SWCD Region Meeting – strategic plan rollout (D)
- 12/6 – NW NRCS Area Meeting – strategic plan rollout (D)
- 12/11 – NSE SWCD Region Meeting – strategic plan rollout (D)
- 12/12 – SSE SWCD Region Meeting – strategic plan rollout (JBW)
- 12/14 – NSW SWCD Region Meeting – strategic plan rollout (LZ)
- 12/20 - SW NRCS Area Meeting – strategic plan rollout (D)
- Local Workshops
 - i. 12/6 – Tri-County Cover Crop Field Day (Rush-Shelby-Decatur)
 - 1. Secured speakers
 - 2. Agronomist presentation
 - 3. 55 attendees
 - ii. 12/14 – INFA NW Regional Meeting (Fair Oaks) - D, PM, A part of breakout sessions
 - iii. 12/15 – INFA NE Regional Meeting (Avilla) - D, PM, A part of breakout sessions

2. Consistent Soil Health Messaging

- 12/4 – SARE PDP meeting – information on progress of soil health training (A)

- 12/7-8 – SWCS-Buffett National Conference on Soil Health and Cover Crops
 - i. On planning committee (D, Kladviko)
 - ii. Organized tours
 - iii. Moderator (D)
- 12/13 – Indiana CCA Conference
 - i. Presentation on Cover Crop Tools and Resources
 - ii. Distributed 150 SARE Flash drive of resources (Part of SARE PDP)

3. Professional Development Opportunities

4. Messaging to/from Local Level Partnerships

- 12/11 – White River Co-op SMART Day
 - i. CCSI Booth (A)

Upcoming / Work in Progress

- Request by Agribusiness Council of Indiana to present at January meeting
- Jan-Feb 2108 expanded pilot of Ag Retailer outreach with Indiana Ag Nutrient Alliance

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies
2. Soil Health Messaging

G4. Research

1. Current Obligations
2. Action Plan
3. Vetting System

G5. Funding

1. Budget Development
2. Capital Structure Plan
3. Funding Model

General Organization