

## Highlights

### Byron Seeds Dealer Training

July 26-27; 60 attendees. Held at the Beck Center at ACRE in West Lafayette and at DeSutter Family Farms, this training organized by Barry Fisher (NRCS, ret) was held for seed dealers. The group was *highly* engaged for the duration of the training. The next training will be held in October at Turkey Run SP.

## 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.*

- Samuel and Elon Fisher, Sam Eicher 7/26 – 27 (D, A)

### 2. 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) .

### 3. Farmer Influencers

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

*Continued work with W4tL, IANA, and other influencer groups.*

- 07/26, 27 Byron Seed Dealer Training (D, A, NPM)

### 4. Presentations

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

- 07/13, Climate Intersection Conference, Duluth, MN, “A community planning approach to green infrastructure and hazard mitigation.” (35 attendees)
- 07/20, Pike County PARP, Petersburg, “Cover Crop Utilization and Economics”, (25 attendees)
- 07/26-27, Byron Seeds Field Day, West Lafayette, “Avoiding Common Problems” and “Cover Crop Termination”, (60 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)

Completed Workshops:

- 07/07 Cass County Family Workshop; 20 attendees

- 07/07 Megan Winka “Red Barn Tour”; 30 attendees
- 07/20 Pike County PARP; 25 attendees
- 07/27 Agronomy Field Day, DeKalb Co; 25 est. attendees

#### Workshops in Progress:

- Postponed! 07/07 Parke-Vermillion Field Day
- 08/04 AgVenture University (Newton County)
- 08/09 Pinney Purdue Vegetable Field Day
- 08/11 Scott County Pasture Walk
- 08/11 Hoosier Chapter SWCS Summer Meeting
- 08/16 Soil Health Expo, Princeton
- 08/17 Roger Wenning Field Day, Decatur
- 08/22 Conservation Conversations - Adams County
- 08/22 Conservation Symposium – Adams County
- 08/23 Greener Pastures Field Day, Dale
- 08/23 Davis PAC Field Day
- 08/23 Miami County Conservation Connections
- 08/24 Indiana field day with Ward Labs and Green Cover Seeds at Rulons
- 08/24-25 Rulon Enterprises Peer Group Meeting
- 08/24 What is CRP? (Valparaiso)
- 08/24 Upper Wabash Watershed Soil Health /Cover Crops Field Day
- 08/25 The Regenerative Ag Journey (Muncie)
- 09/01 Clay County Event
- 09/07 Roemke Field Day
- 09/14 Eel River
- 09/28 Porter County
- 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:

- 07/26-27 Byron Seeds Dealer Training; 60 attendees

#### Trainings in Progress:

- October Byron Seeds Dealer Training (with Barry Fisher)
- Soil Health Signature Program Curriculum Development
- Soil Health PARP Regulatory Topic Development

## **3. Professional Development Opportunities**

*Annual Target: Outlined in fall with training team.*

*Advanced Soil Health Trainings / Applied Soil Health Knowledge and Skills*

## Completed Trainings:

## Trainings in Progress:

- 09/08 “Selling Conservation” Pilot with NWF and Prokopy
- 2022 SARE PDP – Cover Crop in Vegetable Production – PAC Demonstrations
- Purdue Extension Soil Health Signature Program

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

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

- 07/19 SSCB (D)

## **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.*

- July 1 – Events Newsletter; 708 delivered, 402 opened, 92 follow through
- July 15 – Events Newsletter; 781 delivered, 382 opened, 86 follow through

### **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
  - Hans Schmitz + Joe Rorick – INField Advantage, Climate Smart Ag, and CCSI Events
  - (Upcoming) Jon Lundgren Ecdysis + Pat Bittner (Vanderburgh Co Farmer) – Insect apocalypse; Positive effects of soil health systems on beneficial insects and upland gamebirds
  - (Upcoming) Denise and John Jamerson, Lyles Station – Historic Black Farming Communities; Efforts to promote soil health systems and urban farming to underserved communities/Black Loam Conference
- Social Media
  - Twitter: 60 Tweets, 14.8K impressions; 9 mentions, 1648 profile visits, 8 new followers.
  - Facebook: 1925 reach
- Website 473 users/ 670 sessions
- WNIN Broadcast – Drought Resources and Mitigation (<https://video.wnin.org/video/newsmakers-rural-issues-fc9y8k/>)

*Materials in Progress:*

- State Climate Office – Autumn Seasonal Outlook
- Adaptation of The Root Project to PowerPoint slides for download

#### **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

#### **Other**

- **Other**  
07/28 ICP Partnership Meeting (A, D, SPM, NPM)

CCSI Strategic Plan Update: Survey Deployed to Partners, Working w/ Facilitators