



## Highlights

- Eileen Kladviko received the 2019 No-Till Innovator Award for Research and Education
- Materially participated in 20 events, reaching approximately 700 attendees, including:
  - National No-Till Conference – roundtable moderation, including one on Integrating Livestock (Grazing Cover Crops), added seats and filled room to capacity. Then opened both doors to accommodate an additional crowd of 20+/- in the hall
  - Land-o-Lakes Listening Session

## G1. Farmer Engagement and Involvement

### 1. Innovative and Visionary Farmers

*Quarterly Target: 3-6 farm visits and/or listening session to help develop outreach topics and tactics. Use input to help LLPs develop workshops and field days.*

- 1/8 – Starkey Annual Winter Clinic – networking, listening session (D, A, NPM, SPM)
- 1/9 – National No-Till Conference (NNTC) roundtable moderation – Cover Crop Strategies in Indiana (A, NPM)
- 1/10 – NNTC roundtable moderation – Integrating Livestock (D, SPM)
- 1/10 – NNTC roundtable moderation – Using Biosolids (Meg Leader, NPM)
- 1/10 – NNTC roundtable moderation – Succession Planning (Mark Anson, A)
- 1/31 – Advanced Soil Health Roundtable with Phil Needham – guest speaker (D), organization assistance (NPM), Listening Session (A, NPM, SPM)

### 2. Conservative and Pragmatic Farmers

*Quarterly Target: INFA winter meetings as listening sessions; farmer connections for shop visits. Use input to help LLPs develop workshops and field days.*

- INfield Advantage Winter Meetings – Technical / Discussion Support, Use as listening session.
  - 1/17 – Region Meeting, Chandler (D, A, SPM)
  - 1/18 – Region Meeting, Burlington (D, A, NPM)
  - 1/23 – Region Meeting, Fair Oaks (D, A, NPM)
  - 1/24 – Group Meeting, Winamac (A)
  - 1/24 – Group Meeting, Hebron (A)
  - 1/25 – Group Meeting, Reynolds (A)
  - 1/29 – Group Meeting, Greencastle (A)
- INfield Advantage Winter Meetings – Agronomist Support
  - 1/17 – Region Meeting, Chandler (A)
  - 1/23 – Region Meeting, Fair Oaks (A)
- INfield Advantage Advisory Council, input on INFA 2.0 (D)
- 1/27 – Farmer Veteran Coalition Learning Circle (A)
- TNC/NRCS Soil Health Handbook – writing team (A)

### 3. Farmer Influencers

*Quarterly Targets: 2-4 LLPs develop their own list of influencers/influencer demographics, include influencer(s) as members. Continued work with W4tL, IANA and other influencer groups.*

- 1/4 - IANA / Land-o-Lakes Roundtable and Listening Session; Planning steps for adaptation of existing soil health curriculum.
- 1/30 – Big Creek workshop group – planning strategies

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

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

*Quarterly Target: Materially participate in / support average of 15 LLP Outreach Efforts*

- Workshop Support (January Workshops)
  - i. 1/24 – Tipton-Howard Soil Health Talk Series, Tipton. 19 attendees Speaker support (NPM)
  - ii. 1/28 - White River Co-op SMART Day. 50(?) attendees Speaker support (A)
  - iii. 1/29 – Southern Region Soil Health Workshop. Planning Committee, Speaker support (D, SPM)
  - iv. 1/31 – Tipton-Howard Soil Health Talk Series, Tipton. 19 attendees Speaker support (NPM)
- Workshops in Progress
  - i. 2/1 – Equipment Set-up for Soil Health, Frankfort. – secure speakers
  - ii. 2/6 – Farming for the Future PARP workshop, Plymouth – secure speakers (NPM)
  - iii. 2/7 - TWF/Kosciusko Farmer Breakfast – secure speakers (NPM)
  - iv. 3/13 – Wabash SWCD Annual Meeting – secure speaker (NPM)
  - v. 4/9 – Small Group Discussion, led by Knox SWCD – secure guest speaker (D)
  - vi. 4/10 – Byron Seed Spring Meeting – secure speaker (D)
  - vii. 5/18 Steve Groff Dearborn Co
  - viii. August – Big Creek / Vanderburgh county area soil health workshop, led by local farmer
- Potential Speaker Vetting:
  - i. NNTC (D, A, NPM, SPM)
  - ii. Heartland of America Grazing Conference (SPM)

### 2. Consistent Soil Health Messaging

*Foundational Soil Health Trainings*

- 2019 Training Dates Insert at IASWCD Annual Conference
- 2/7 – Basics of Soil Health, West Lafayette
- 4/3 – Core Cover Crops, Hamilton Co Fairgrounds
- 4/4 – Core Soil Health Systems, Hamilton Co Fairgrounds
- 2019 Training Booklet updated

### 3. Professional Development Opportunities

*Advanced Soil Health Trainings*

- 4/11 – Advanced Soil Health Systems – No-till/Cover Crop Pumpkin Production Focus, with Steve Groff
- 5/17 – Advanced Soil Health Systems – No-till/Cover Crop Pumpkin Production Focus, with Steve Groff

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

*Monthly Target: 4-6 LLP visits (PMs); use INFA grower meetings, SWCD Annual Meetings, IASWCD Annual Conference, NRCS Area Meetings to connect and promote CCSI*

- District Technical Support / Visits
  - i. 1/3 – White County SWCD (NPM)
  - ii. 1/13 – SSCB Meeting
  - iii. 1/13 – IDEA Winter Meeting (NPM, SPM)
  - iv. 1/14-15 IASWCD Annual Conference (D, A, NPM, SPM)
  - v. 1/30 – Miami County SWCD Annual Meeting
  - vi. See INFA meetings, above
- Draft Survey to identify best type and frequency of visits, information sharing

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

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

- Social Media / Event promotions checklist created for LLP use
- 1/8 – Southern Program Manager Press Release

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

- Soil Health Podcast with Hoosier Ag Today – How soil behaves under long-term soil health systems. Includes written supplement available for printing/re-use  
Guests: Mike Werling, Stephanie McLain IN USDA-NRCS
- Soil Health Events Newsletters
  - i. 1/9 – Soil Health Events - 1037 delivered; 22.9% open rate (20.9% industry ave); 2.7% click rate (1.9% industry average)
  - ii. 1/23– Soil Health Events - 1037 delivered; 24.1% open rate (20.9% industry ave); 4.5% click rate (1.9% industry average)
- Social Media
  - i. Twitter: 81 tweets; 39.4K impressions; 25 new followers
  - ii. Facebook: 4,429 reach; 7,526 impressions
  - iii. Instagram: 6 posts, 56 followers
- Draft Articles for Public Media
  - i. Conquest of the Land
  - ii. Olive Production and Cover Crops / Pollinator Protection (Hoosier Chapter SWCS)

### **G4. Research**

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

- Continued data management coordination (A)

### **G5. Funding**

### **General Organization**

- Staff Professional Development:
  - NNTC (D, A, NPM, SPM)
  - Heartland of America Grazing Conference (SPM)