



Highlights

Purdue Agronomy 560 Soil Physics Lab

Students received instruction on cover crops and water retention, infiltration over 3 labs

Soil Health Trainings

Core Cover Crops and Core Soil Health Systems to be held Week of April 13

Advanced Cover Crops (Commodity Crops) to be held last week of September

3-Day Training – confirming numbers of staff needing training, may hold in 2021

G1. Farmer Engagement and Involvement

1. Innovative and Visionary Farmers

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

2. Conservative and Pragmatic Farmers

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

- 10/25 Book ride-a-long (SPM)

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.

- W4tL Learning Circle – Cover Crop Root Tube growth/coordination (A)
- 10/10 – Lawrence County SWCD W4tL Learning Circle (SPM)
- 10/25 Land-o-Lakes Truterra – potential partnerships (D)

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 groups.

Third Quarter Target Achieved - August

- Workshop Support (October)
 - i. 10-8-9 WLEB Science and Solutions; approximately 40 attendees (D, NPM)
 - ii. 10/10 Women4theLand Learning Circle, Springville (SPM)
- Workshops in Progress:
 - i. 11/9 Fisher Farms Grazing Field Day (SPM)
 - ii. 12/5 – Fulton SWCD Farmer Breakfast (NPM)
 - iii. 12/6 – Harrison-Crawford feat Adam Daugherty, NRCS Tenn (SPM)
 - iv. 12/13 – Indiana Farm Bureau Annual Convention – speaker support (D)
 - v. 12/17-19 – Indianapolis Farm and Technology Expo (A)
 - vi. 01/13-14/2020 – IASWCD Annual Conference Breakout Sessions (D)
 - vii. 2/11-13 – Indiana Hort Congress – speaker support

- viii. 02/04 – Southern Region Annual Soil Health Workshop (D, SPM)
- ix. 2/7 – Northern Indiana Grazing Conference – speaker support
- x. 02/27 – Turkey Manure Management, Loogootee (SPM)
- xi. Winter 2020 INfield Advantage meeting support
- xii. Date TBA – Tippecanoe County SWCD Spring Field Day (A)
- xiii. Date TBA Upper White Watershed Workshop/Field Day (NPM)
- xiv. Date TBA – Prime Farmland Team 2020 Field Day (D)

2. Consistent Soil Health Messaging

Foundational Soil Health Trainings – complete for CY 2019

- 10/11 2020 Curriculum Planning (A, D)
- 10/10 & 14 AGRY 560 Soil Physics Water Retention Lab, 12 students (A)
- 10/17 AGRY 560 Soil Physics Guelph Permeameter lab, cover crops, 12 students (A)

3. Professional Development Opportunities

Advanced Soil Health Trainings – CCSI-SARE Trainings complete for CY 2019.

- Upcoming Trainings:
 - i. 12-5 – Hoosier Chapter SWCS Fall Meeting, Lafayette
 - a. Topic – “Selling Conservation”
 - b. Speakers include: J. Arbuckle, Iowa State; Seth Watkins, Pinhook Farms (IA); Emily Bruner, American Farmland Trust

4. Messaging to/from Local Level Partnerships

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.

Fourth Quarter Target Achieved - October

- 10/23 Agronomy Extension Group meeting (A)
- 10/28-29 – ANR Extension Retreat (A)
- 10/29 – SSCB / CCSI Update (D)
- 8 Local Level Partnership visits (5 NPM, 3 SPM)

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

- Marketing Materials
 - i. Logo redesign and branding sheet 95% complete
 - ii. Internal/External Marketing Brochures 10%
 - iii. Templates 20%
 - iv. Website redesign – beta test December
- Presentations / Meetings
 - i. 10/2 IDEA Fall Conference, Madison – CCSI Update (SPM)
- Upcoming Presentations / Meetings
 - i. 11/13 - American Society of Agronomy / Crop Science Society of America / American Society of Soil Scientists Annual Conference, San Antonio. *Indiana Conservation Cropping Systems Initiative: Innovations for Soil Health and Cover Crops* (Holscher)

- ii. 11/21 - Sustainable Agriculture Summit, Indianapolis. *Partnerships in Indiana – Setting, achieving, and tracking goals towards sustainable agriculture production* (Holscher, CCSI; Ben Wicker, IANA; Jordan Seger, ISDA)
- iii. 12/13 – Indiana Farm Bureau Annual Conference, French Lick. *Putting Conservation to Work on Your Farm* (Jerry Raynor, Indiana NRCS; Jeff Smiley, Smiley Farms; Ben Wicker, IANA; Mark Anson, Anson Family Farms; Holscher, CCSI)

2. Soil Health Messaging

- Soil Health Podcasts
 - i. October – Forage and Grazing Considerations with Jason Tower, SIPAC, and Robert Zupancic, NRCS
 - ii. December (pending) – Vole scouting, damage, and preventive measures
- Newsletters and Press Releases
 - i. 10/23 Soil Health Events Newsletter + Social Media Posts
- Social Media
 - i. Twitter: 67 Tweets; 36.5 impressions; 18 new followers
 - ii. Facebook: 300 engagements; 4423 reach; 7,193 impressions

G4. Research

N/A

G5. Funding

Clean Water Indiana grant awarded for Agronomist position

General Organization

Section 319 Grants Review (D)

CCA and Sustainability, Nutrient specialties certification renewal