



Highlights

- 9/8-10 - National Association of County Agricultural Agents (NACAA) Tradeshow Booth, Ft. Wayne.
 - Booth Focus: Indiana Partnerships and Soil Health
 - Coordination of tradeshow booth partners (CCSI, NRCS, ISDA, IANA, W4tL, IASWCD, FSA)
 - Agronomist and NRCS State Soil Health Specialist organized demos, staff from NRCS, CCSI, ISDA, IANA, and SWCDs
 - Approximately 800 attendees at conference; Booth visitors +/- 300 Ag & Natural Resource Extension Educators from at least 29 states.
 - Invited to conduct demos on “main stage” at 2020 NACAA Conference in Virginia Beach
- 12-5 – Hoosier Chapter SWCS Fall Meeting, Lafayette
 - Topic – “Selling Conservation”
 - Speakers include: J. Arbuckle, Iowa State; Seth Watkins, Pinhook Farms (IA); Jen Fillipiak, American Farmland Trust

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.

Third Quarter Target Achieved - August

- 9/11 Roundtable, Brownsburg. Hosted by Mike Starkey. 24 attendees

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.

- 9/4 – Roemke Field Day as listening session (NPM, A)
- 9/18 – INFA Operations Committee meeting (D)

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.

Third Quarter Target Achieved - July days.

- Indiana TNC joined IANA-CCSI Ag Retailer / Selling Conservation project.

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 (September Events) – 2 events, 178 attendees
 - i. 9/4 – Roemke Field Day – equipment support; 150 attendees (NPM)

- ii. 9/10 – Wabash and Grant SWCD Cover Crop Field Day, featuring Frank Gibbs / Smoking Tile-Worm Channel Demo, 28 attendees (NPM)
- Workshops in Progress:
 - i. 10/8-9 – WLEB Science and Solutions, Ft. Wayne
 - ii. 10/10 – Women4theLand Learning Circle, Springville (Lawrence Co)
 - iii. 12/5 – Fulton SWCD Farmer Breakfast (NPM)
 - iv. 12/6 – Harrison-Crawford feat Adam Daugherty, NRCS Tenn (SPM)
 - v. 12/13 – Indiana Farm Bureau Annual Convention – speaker support (D)
 - vi. 12/17-19 – Indianapolis Farm and Technology Expo (A)
 - vii. 01/13-14/2020 – IASWCD Annual Conference Breakout Sessions (D)
 - viii. 2/11-13 – Indiana Hort Congress – speaker support
 - ix. 02/27 – Turkey Manure Management, Loogootee (SPM)

2. Consistent Soil Health Messaging

Foundational Soil Health Trainings – complete for CY 2019

3. Professional Development Opportunities

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

- Completed Trainings
 - i. 9/5-6 Soil Health Team Trainings with Jill Clapperton; logistical support (NPM)
 - ii. 9/8-10 – National Association of County Ag Agents Conference tradeshow booth, Ft. Wayne. 300+/- booth visitors.
 - iii. 9/17, 18, 19, 25, 26 - ICP Soil Testing and Interpreting Results Trainings – Planning, Presentation, logistics; 144 attendees (A, NPM, SPM)
- 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); Jen Fillipiak, 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.

Third Quarter Target Achieved - July

- 4 LLP visits – 3 NPM; 1 SPM

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

- Marketing Materials
 - i. Logo redesign and branding sheet 95% complete
- Presentations / Meetings
 - i. 9/3 – WLEB Partners Meeting, Ft. Wayne. (Holscher)
 - ii. 9/5 – Marshall Co. Workshop, Plymouth. *CCSI Update* (Schroeder)
 - iii. 9/17 – SSCB Board, Indianapolis. *CCSI Update* (Holscher)
 - iv. 9/18 – TNC White Paper Interview. (Holscher)

- Upcoming Presentations / Meetings
 - i. 10/1-3 – Indiana District Employees Association, Madison. *CCSI Program Updates* (Hoehn)
 - ii. 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)
 - iii. 11/21 or 22 – Sustainable Agriculture Summit, Indianapolis. *Partnerships in Indiana – Setting, achieving, and tracking goals towards sustainable agriculture production* (Holscher, CCSI; Ben Wicker, IANA; Jordan Seger, ISDA)
 - iv. 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. September – Non-operating Landowner Outreach with Heather Bacher, Women4theLand and Jen Filipiak, American Farmland Trust.
 - ii. October – Forage and Grazing Considerations with Jason Tower, SIPAC, and Robert Zupancic, NRCS
 - iii. November (tentative) – Indiana Veteran Farmers Coalition with Joe Rorick, CCSI/IVFC, and Sara Creech, Farmer/W4tL/IVFC
 - iv. December (pending) – Vole scouting, damage, and preventive measures
- Newsletters and Press Releases
 - i. 9/10 – ICP Soil Testing and Interpretation Newsletter Email + Social Media Posts
 - ii. 9/23 – Soil Health Events Newsletter + Social Media Posts
 - iii. Non-operating Landowner Feature Articles with W4tL – Series of 4 outreach articles; sharing costs with W4tL.
- Social Media
 - i. Twitter: 76 Tweets; 33.4 impressions;
 - ii. Facebook: 42 new likes; 470 engagements; 4643 reach; 10,892 impressions

G4. Research

N/A

G5. Funding

- Clean Water Indiana – Draft Application and Budget
- Mentoring Program Top Farmer listening session dates set.
- Mentoring Program
 - i. 9/6 – Top Farmer listening session
 - ii. Draft proposal complete. Forwarded to farmers, along with Jerry Raynor and Jill Reinhart, NRCS.

General Organization

See updated map of CCSI workshops/workshop participation 2011-19.

