



General Report April 2019

Highlights

- Northern Program Manager
 - Trisha McClain, Northern Program Manager, took a position with Grissom Air Force Base as a Biological Scientist. Last Day – April 26
 - Job listing was posted on April 18th.
- Presentation to Indiana Lakes Management Society conference focusing on partnership development, soil health and water quality.
- Participated in 7 Soil Health Events, 475+/- attendees;
- 13 Soil Health events in progress, including August event targeting conservative/pragmatic farmers. Speakers include Randy Kron, IFB and *Martin Barbre, USDA-RMA Director*
- 6 CCSI-SARE Soil Health Trainings in progress, including a pair of Specialty Crops trainings focused on no-till/cover crop pumpkin production (likely the easiest entry into a soil health system)
- Collaboration with Hoosier Chapter SWCS and CTIC for summer training focused on planting green with Trey Hill, Chesapeake Bay farmer.
- 2 Additional/supportive trainings in progress, including Presentation and Media Skills
- Podcast and supplements with John Tooker, Penn State Entomologist, focusing on neonicotinoid seed treatment effectiveness and impacts on beneficial insects/pest pressure.
- Request for Proposal distributed for branding, internal and external marketing materials, mailchimp templates, and website redesign

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 . Goal Achieved January

2. Conservative and Pragmatic Farmers

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

- 4/9 Southwest Purdue Ag Center meeting with Steve Groff; Liz Maynard, Purdue University, and Dennis Nowaskie, SWPAC superintendent re melon/pumpkin production and potential no-till/cover crop demo plots. (D)
- 4/15 – NRCS-CCSI Agronomy meeting to review/update tech notes (A)
- 4/23-25 On-farm/practical application of conservation practices, Tippecanoe Co. (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.

- Continued work w/ IANA-SARE ag retailer outreach / soil health training project (D, A)
- Continued work w/ W4tL to expand learning circles and provide supportive services. (NPM, SPM)

G2. Local Level Partnership Support

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

Quarterly Target: Meet with 12-16 Local Level Partnerships / ICP partners to communicate available CCSI assistance

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

- Workshop Support (April Workshops)
 - i. 4/5 – Illinois-Indiana Bison Assn Spring Conference, South Whitley – 45 attendees (NPM)
 - ii. 4/8 – IASWCD Annual Conference planning meeting (SPM, NPM)
 - iii. 4/9 – Knox Co Pollinators & Soil Health in Melon Production with Steve Groff, Vincennes – 15 attendees (D)
 - iv. 4/9 – SWPAC site visit / no-till pumpkin demo discussion w/ Liz Maynard, Purdue University and Dennis Nowaskie, SWPAC superintendent (D)
 - v. 4/9 – Roundtable with Steve Groff, led by local farmer, Vincennes – 12 attendees (D)
 - vi. 4/10 – Byron Seed Spring Meeting, Rockville, Steve Groff speaker – 150+/- attendees, mostly Amish or Mennonite (D)
 - vii. 4/24 – State Envirothon – coordinated judge/soil health, 200 +/- students (D)
- Workshops in Progress
 - i. 5/15 – Round table with Steve Groff, Covington (D)
 - ii. 5/16 – Roundtable with Risa DeMasi, Rick Clark, Dan DeSutter, Steve Groff (D)
 - iii. 5/18 Steve Groff Dearborn Co – workshop materials support, speaker logistics support (SPM)
 - iv. 6/12-14 – 4H Sustainable Ag Conference, Lafayette – coordinate soil health farming scenarios from top farmers (NPM), lead session(s) (A)
 - v. 7/31 – Annual Roger Wenning Field Day, coordinated w/ 8/1 SWCS training – featuring Chesapeake Bay farmer Trey Hill (SPM)
 - vi. 8/6-7 – Tri-State Soil Health Training (University of Illinois Led), Vincennes – logistical support (A, SPM, D)
 - vii. 8/8 – Farmer-led / Small Group Soil Health Workshop, Vincennes – secure speakers, logistical support (A, SPM, D)
 - viii. 8/11 – Farmer led round-table, Vanderburgh county area
 - ix. 8/12 – Regional Ag Forum – Farmer-led, Big Creek Watershed – planning, secure speakers, logistical and promotional support, Haubstadt (SPM)
 - x. August – cover crop field day, Scottsburg – planning support (SPM)
 - xi. 9/10 – Wabash and Grant County field day with Frank Gibbs (NPM, SPM, D)
 - xii. December (potential) – cover crop workshop, Ohio County (SPM)
 - xiii. Winter 2020 – Turkey Manure Management, Daviess-Martin-Dubois area (SPM)

2. Consistent Soil Health Messaging

Foundational Soil Health Trainings

- April Trainings
 - i. 4/3 – Core Cover Crops, Hamilton Co Fairgrounds, 15 attendees
 - ii. 4/4 – Core Soil Health Systems, Hamilton Co Fairgrounds, 12 attendees

3. Professional Development Opportunities

Advanced Soil Health Trainings

- April Trainings
 - i. 4/11 – Advanced Soil Health Systems – No-till/Cover Crop Pumpkin Production Focus, with Steve Groff, PA – based cover crop expert and Liz Maynard, Purdue University, Throckmorton Purdue Ag Center – 23 attendees
 - ii. 4/30 – Indiana SARE Professional Development planning meeting (D, A)
- Trainings in Progress
 - i. 5/17 – Advanced Soil Health Systems – No-till/Cover Crop Pumpkin Production Focus, with Steve Groff, Columbus
 - ii. June 4-6 – 3-Day Soil Health Training, West Lafayette
 - iii. Week of July 22 – Advanced Soil Health Systems, 4 events focused on equipment set-up and modifications with Paul Jasa, University of Nebraska and AJ Adkins, NTM Ag.
 - iv. August 1 – Hoosier Chapter SWCS training, focus on planting green, Greensburg with Trey Hill, Chesapeake Bay farmer.
- *Additional Technical Trainings*
Trainings in Progress
 - i. 5/9 – Presentation and Media Skills with Fred Whitford and Ag Media, Indianapolis
 - ii. ICP Soil Testing and Interpretation planning team, multiple locations (A)

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. 1st Quarter Goal achieved February.

- District Technical Support / Visits
 - i. 4/10 Purdue ANR Area Meeting (SPM)
 - ii. 4/17 Northwest Soil Health Team Meeting (A)
 - iii. Continued participation in Purdue Agronomy Extension meetings (A)
 - iv. INFA 2.0 launch (SPM)

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

- 4/11 – ICP Communications Team Meeting (D, Communications Contractor)
- Draft Quarterly Newsletter – May release
- Bid selected for marketing materials and web design – Big Picture Studio. Estimated delivery beginning June (branding) through late summer/early fall (web redesign)

2. Soil Health Messaging

- Soil Health Podcast with Hoosier Ag Today
Winter 2019 Erosion and the Roll of Cover Crops in Prevention – Allen Dean, NE

Indiana / NE Ohio farmer, and Ben Wicker, IANA

- Soil Health Events Newsletters
 - i. 4/17 – Soil Health Events - 1039 delivered; 20.1% open rate (21.3% industry ave); 2.3% click rate (1.9% industry average)
 - ii. 4/18, 4/23, 4/29 – Northern Program Manager Position Listing – 1037-1042 delivered, 18.2 – 22% open rate
 - iii. 3/27 – Call for Photos and Video – 1036 delivered; 27.1% open rate (21.3% industry ave); 2.1% click rate (1.9% industry average)
- Social Media
 - i. Twitter: 96 tweets; 54.3K impressions; 15 new followers
 - ii. Facebook: 5,298 reach; 10,342 impressions
 - iii. Instagram: 4 posts, 57 followers

G4. Research

1. Current Obligations

- Continued data management coordination (A)

G5. Funding

General Organization