



## Highlights

20 Soil Health Events currently in progress, not counting trainings.

1/1/19 – 11/30/19: Participation and/or presentations at 110 events reaching 4100 individuals.

American Society of Agronomy / Crop Science Society of America / Society of Soil Scientists Annual Conference and Sustainable Ag Summit for potential partnership development.

## 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.*

- 11/25 Wenning new farm visit w/ NRCS State Soil Health Specialist (A)

### 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.*

- 11/4 Porter County compaction concern field visit (A)
- 11/6 Holderby ride-a-long (NPM)
- 11/21 Bill Johnson consistent messaging / ppt slide development (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.*

- 11/8 – IANA/TNC/Corteva joint meeting on Ag Retailer Outreach (D, A)

## 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. 11/9 Fisher Farms Grazing Day (SPM)
- Workshops in Progress:
  - i. 12/5 – Fulton SWCD Farmer Breakfast (NPM)
  - ii. 12/6 – Harrison-Crawford feat Adam Daugherty, NRCS Tenn (SPM)
  - iii. 12/13 – Indiana Farm Bureau Annual Convention – speaker support (D)
  - iv. 12/17-19 – Indianapolis Farm and Technology Expo (A)
  - v. 01/13-14/2020 – IASWCD Annual Conference Breakout Sessions (D)
  - vi. 01/23 – Soil Health 101 Series (NPM)
  - vii. 01/30 – Soil Health 101 Series (NPM)
  - viii. 01/22 – 4Rs 4 the Future Workshop (NPM, A)
  - ix. 02/04 – Southern Region Annual Soil Health Workshop (D, SPM)

- x. 2/6 Kosciusko Farmer Breakfast (NPM)
- xi. 2/7 – Northern Indiana Grazing Conference – speaker support (D)
- xii. 2/11-13 – Indiana Hort Congress – speaker support (A, D)
- xiii. 02/25 Grant County SWCD Annual Meeting (NPM)
- xiv. 02/27 – Turkey Manure Management, Loogootee (SPM)
- xv. Winter 2020 INfield Advantage meeting support
- xvi. March 2020 – Pasture Project / Blue Sinking Watershed (D, SPM)
- xvii. Date TBA – Tippecanoe County SWCD Spring Field Day (A)
- xviii. Date TBA Spring Upper White Watershed Workshop/Field Day (NPM)
- xix. Date TBA – Prime Farmland Team 2020 Field Day (D)
- xx. Date TBA – St. Joseph 2020 Annual Producers Meeting (NPM)

## 2. Consistent Soil Health Messaging

*Foundational Soil Health Trainings – complete for CY 2019*

- 11/12 Indiana SARE Professional Development Advisory Committee (2020 Curriculum) (A, D)
- 11/12 Purdue AGRY 255 – Fertilizers, Part 1; 280 students (A)

## 3. Professional Development Opportunities

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

- 11/12 Indiana SARE Professional Development Advisory Committee (2020 Curriculum) (A, D)
- 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*

- 14 Local Level Partnership visits (11 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. 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)
- Upcoming Presentations / Meetings

- i. 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

- TNC Soil Health Partnerships White Paper interviews (D)
- Soil Health Podcasts
  - i. December– Vole scouting, damage, and preventive measures
  - ii. December 2 – Indy Farm Show Feat. Roger & Nick Wenning
- Newsletters and Press Releases
  - i. 11/11 Soil Health Events Newsletter + Social Media Posts
- Social Media
  - i. Twitter: 67 Tweets; 47.1K impressions; 241 profile visits; 12 new followers;
  - ii. Facebook: 468 engagements; 5106 reach; 2413 impressions

<b>General Organization</b>
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