

Highlights

New Program Manager Positions

Julie Loehr started as the SW CCSI Program Manager on January 8th. The NE CCSI Program Manager position was relisted and initial interviews are set for 2/3.

New Agronomist Position

The Northern Agronomist Position was listed on 1/18 through Purdue Extension. A search committee, led by Eileen Kladviko, Purdue Agronomy, has been formed and will meet on 2/3 to review and select applicants for interviews.

Purdue Extension Impact Report

The 2022 Purdue Extension Impact Report included a two-page spread on partnerships, featuring CCSI. This report was presented to Indiana State Representatives and Senators during Purdue Extension's and Indiana Farm Bureau's statehouse visit. County Extension Directors were also provided with 10 copies each to distribute to all County Council members and Commissioners in the state.

G1. Farmer Engagement and Involvement

1. Innovative and Visionary Farmers

Quarterly Target: 1 ride-a-long, shop visit, or other (Each - A, NPM, SPM)

Listening sessions with Innovative and Visionary Farmers. Use to help identify needed field day and training topics.

- 01/04 Mike Starkey (A)
- 01/10-13 National No-Till Conference (SEPM, NPM)
- 01/13 David Brandt (D)
- 01/26 Blake Vince (D)
- 01/27 David Brandt (D)

Conservative and Pragmatic Farmers

Meetings and other opportunities for listening sessions to gain perspective on adoption issues/concerns of soil health practices. Use to help develop outreach topics and tactics.

Quarterly Targets: 1 ride-a-long, shop visit, or other (Each - A, NPM, SPM)

- 01/30 CJ Fleenor (A)

1. Farmer Influencers

Quarterly Targets: 1 LLP per region adding an influencer to their outreach planning team or board. (Each - NPM, SPM)

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2. Presentations

Quarterly Targets: Average of 3 soil health presentations or demonstrations. (A)

- 01/09 IASWCD Annual Conference Breakout Session (SEPM, NPM, A)
- 01/09 American Meteorological Society Conference Session (A)
- 01/19 Tennessee Soil Health Strategy Team "CCSI and Indiana Partnerships" (D)

- 02/01 TNC-CCSI Mini Grants Webinar (D)

G2. Local Level Partnership Support

1. Facilitate and Support Local Level Partnership's Outreach and Education

Quarterly Target: CCSI as a group materially participate in / support average of 15 LLP Outreach Efforts groups (CCSI Team Goal)

Workshops Completed

- 01/09 IASWCD Annual Conference Breakout Session
- 01/16-18 Ft. Wayne Farm Show (Root Banners at SH booth)
- 01/17 Area 3 (SW) Extension Crop Management Day
- 01/23-24 Indiana Hort Conference (included Root Banners)
- 01/24-25 SD Soil Health Coalition (Root Banners)

Workshops in Progress:

- 02/03-04 Northern Indiana Grazing Conference
- 02/07, 21, 28 German American Bank Lunch-n-Learn for Ag Lenders
- 02/07 Regional Soil Health Workshop, Salem
- 02/09 Hoosier Chapter Winter Meeting, Odon
- 02/09 Harrison County SWCD Annual Meeting
- 02/15 White/Carroll Bi-County Soil Health Meeting
- 02/15 Kosciusko Farmer Breakfast
- 02/21 Warrick County Cover Crop Breakfast, Booneville
- 02/22 Midwest Women in Ag Conference
- 02/23 Franklin County PARP
- 02/23 Knox County Master Gardener Class
- 02/24 Union County SWCD Annual Meeting
- 03/01 Marshall / St Joe Workshop
- 03/02 Ripley County Extension PARP
- 03/07 Orange County/Lost River Watershed Field Day, Paoli
- 03/9 Hancock County SWCD Annual Meeting
- 02/07 Regional Soil Health Workshop, Salem
- 03/29 Southern Indiana Grazing Conference, Odon
- Late spring 2023 Brown County/Lake Monroe Watershed Field Day/Workshop
- Late summer/early fall Lawrence County Soil Health Field Day
- Lawrence County Soil Health event (before 2025)
- DeKalb County SWCD Workshop – Date TBD
- March – Miami County Winter PARP meeting
- 2021 – 23 – Kankakee Basin and WLEB series of events to support existing RCPP (WLEB) and proposed RCPP (Kankakee) (NPM)

2. Consistent Soil Health Messaging

Annual Target: Outlined in fall with training team.

Foundational Soil Health Trainings / Awareness, Knowledge and Understanding of Soil Health

Completed Trainings

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Trainings in Progress:

- 02/28/23 CCSI-SARE Intro to Soil Health
- 04/04, 18, 25 (virtual) 04/11 (in-person) CCSI-SARE Foundational Soil Health Series
- 06/24-29 Soil Health and Sustainability for Midwestern Field Staff (3-Day Soil Health)
- Soil Health Signature Program Curriculum Development
- Soil Health PARP Regulatory Topic Development

Professional Development Opportunities

Annual Target: Outlined in fall with training team.

Advanced Soil Health Trainings / Applied Soil Health Knowledge and Skills

Completed Trainings:

Trainings in Progress

- 09/5, 7, 19, 21 Grow More – Engaging New Audiences

4. Messaging to/from Local Level Partnerships

Monthly Targets: 2-3 LLP visits. 1 Teleconference / Region (Each - NPM, SPM)

- 01/06 SE Soil Health Team (SEPM)
- 01/08-10 IASWCD Annual Conference (NPM, SEPM, SWPM)
- 01/24 Owen County SWCD (SWPM)
- 01/24 Purdue Agronomy Extension (A)
- 01/25 NW NRCS Area Meeting (NPM)
- 01/27 Tipton SWCD (NPM)
- 01/27 Howard SWCD (NPM)
- 01/31 Pike SWCD Annual Meeting (SWPM)

G3. General CCSI Outreach / Communication

1. Marketing

Quarterly Targets: 3-4 “formal” CCSI Updates (CCSI Team Goal)

Annual Target: 1-2 New External Partners

Ensure LLPs understand CCSI resources available to them; Ensure external partners are aware of CCSI strengths, tools, and opportunities.

- January 1 - Events Newsletter; 2251 delivered; 30% open rate; 5% click rate
- January 15 – Events Newsletter; 2240 delivered; 34% open rate; 5% click rate

2. Soil Health Messaging

Quarterly Targets: 3 Podcasts; 3-6 Blog Posts; 6 Newsletters;

Use social networks and other media tools to deliver soil health messaging and information.

Completed Materials:

- Podcasts
 - Hans Schmitz, CCSI / Purdue Extension, and Michael Morrow, Indiana Farmers Union
 - (Upcoming) Elli Blaine, IASWCD Urban Soil Health Program and Liz Brownlee, Young Farmers Coalition

- Social Media
 - Twitter (limited postings as the platform reorganizes) 9 tweets / 11.6K impressions
 - Facebook :5540 reach
- Website: 547 users, 5.6K visits
- CCSI and Partnerships – 2022 Purdue Extension Impact Report

Materials in Progress:

- Regulatory Pesticide Considerations for Soil Health Systems, by Hans Schmitz and Matt Pearson, OISC
- Full scale Root Project banners ordered – 7 sets total: one for each Program Manager, one for each Agronomist, one spare. These will be available for partners to borrow for their events.

G4. Research

Quarterly Targets: None

CCSI no longer leads research projects; CCSI provides connectivity between researchers and cooperators; potential research needs.

- Support - Indiana University SARE - Participatory Farmer Monitoring on Nitrate Loss (Yoder)
- Support – Purdue University SARE - Precision Winter Hardy Cover Cropping for Improving Farm Profitability and Environmental Stewardship (Armstrong)
- Notre Dame – Indiana University – Purdue University collaboration
- Grant proposals for Midwest Climate Hub Partnership and Midwest Climate Hub CAP submitted. (A)

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