



## Highlights

- Program Manager Position
  - Position listed. 16 applications received.
  - July 11 – interview selections
  - July 19 – telephone interviews
  - July 30 – in-person interviews.
  
- June 1 - Big Pine Watershed Event
  - Exception event. Over 200 in attendance – mix of farmers, ICP staff, ag professionals
  - Many compliments on how well the event was organized, including Jason Weller, Land-o-Lakes (who sought out staff to compliment); from Jeff Ulery, Gypsoil: “I just wanted to let you know I thought the Big Pine Creek Soil Health Day last week was one of the best ones I have attended in many years. It was very well structured, timely and very topical , tying in solid bottom line economics with conservation farming”
  
- Purdue Bridge Funding
  - Purdue University is putting forward 12-months’ bridge funding for the agronomist position.
  - Bridge funds will pick up when current NRCS agreement expires in September 2018.
  
- Women4theLand / Facilitation
  - Program Manager completed both American Farmland Trust/Women4theLand and Purdue Extension facilitation trainings. Will serve as W4tL facilitator.

## G1. Farmer Engagement and Involvement

### 1. Innovative and Visionary Farmers

- Farm visits with Mike Werling, Jamie Scott (A)
- Side-bar conversations with top farmers at 6/1 Big Pine Watershed Field Day (A)
- Rick Clark engaged as potential mentor, speaker; Aaron Clark engaged as speaker for fall events. (D, PM)

### 2. Conservative and Pragmatic Farmers

- INFA Group Leader webinar coordination – June 13 “Soybeans”, June 19 “Imagery” (A)
- INFA Group Leader agronomic support – especially nutrient management (A)

### 3. Farmer Influencers

- Ag Retailer Outreach with Indiana Ag Nutrient Alliance (IANA)
  - Roundtable agendas, topics, marketing finalized. (D, PM, A)
  - IANA and Agribusiness Council of Indiana serving as forward-face to reach retailers.
- Non-Operating Landowner (NOLO) continuation of feature article development by CTIC, editing of current mailers by NRCS. (D)
- Dubois County SWCD – Landowner-Lender Outreach strategy meeting (A)

- Purdue Natural Resource Social Science (Prokopy lab)
  - Date set for review of St. Mary's Watershed Social Indicators Survey, outreach strategy (D)

## **G2. Local Level Partnership Support**

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

- Program Manager Positions
  - Position listed. 16 applications received.
  - July 11 – interview selections
  - July 19 – telephone interviews
  - July 30 – in-person interviews.
- June 1 – Big Pine Watershed
  - Assisted with event facilitation, coordination, organization (PM)
  - Farmer panel facilitation (D)
  - Over 200 in attendance.
  - Exceptionally well-organized, well-complimented
- BMP Adoption Targets
  - Draft BMP adoption targets by county based upon Tillage Transect, IANA goals
  - Developing communications strategy, launch w/ IANA
- June 27-29 – Indiana Water Resources Association. Provided financial support for soil health speakers; event sponsor.
- Local Workshops – Planning in progress
  - July 24 – Wenning Field Day – Rafiq Islam and Alan Sundermeier (OSU) Key presenters on in-field soil health assessments; Morning to noon event
  - August 6-9 - Retailer Roundtables with IANA
  - Aug 13, 14, 15 – John Kempf “Tour” targeting Amish/Mennonite Communities
    - Aug 13 – NE Indiana
    - Aug 14 – Daviess Co Produce Auction
    - Aug 15 – Byron Seed Forage Field day
  - Aug 22 - Speaker support for SE SWCD Supervisor Training
  - Aug 23 – Speaker funds committed for David Brandt, Steve Groff; Logistical support for speakers' scheduling.
  - Sept 5 - Werling and Roemke Field Days – logistics assistance, speakers secured
  - Sept 6 – Mike Shuter Soil Health for Organic Transition workshop w/ Soil Health Partnership and local partners
  - WLEB Science in Conservation – planning team support

### **2. Consistent Soil Health Messaging**

- Advanced Soil Health Systems
  - July 25 – Greensburg; July 26<sup>th</sup> -Vincennes
  - June 8, 22 Teleconferences w/ CCSI Staff, Rafiq Islam and Alan Sundermeier (OSU), Eileen Kladviko, Barry Fisher, and Stephanie McClain to set final agenda and content
- 3-Day Soil Health Training – Agenda finalized, released. Registration opened. Event qualifies as AgLearn requirement for NRCS Conservation Planner certification.

### **3. Professional Development Opportunities**

- Facilitation Training – Dialogue with NRCS and other ICP partners to develop facilitation training based upon American Farmland Trust and Purdue Extension trainings. (PM)

### **4. Messaging to/from Local Level Partnerships**

- Regional CCSI Teleconferences
  - i. 6/19 – southern region / 6/21 northern region
- District Technical Support/District Visit
  - i. Sampling w/ Kosciusko and Adams SWCD, ISDA (A)
- Provide connectivity between retailers and SWCDs through Retailer Roundtables (See G1.3 above)

### **5. Other (Tools)**

## **G3. General CCSI Outreach / Communication**

### **1. Marketing Campaign / Strategies**

- NOLO Outreach strategy in progress by interagency team (See Goal 1.3, above)
- BlankPage RFP solicited for website, marketing tools.
- Jane Santucci RFP solicited for article development, newsletter.

### **2. Soil Health Messaging**

- Soil Health Events Newsletters
  - i. 6/18 – 1056 delivered; 21.3% open rate (19.1% industry average); 7.0% click rate (2.0 % industry average)
  - ii. 6/27 – 1053 delivered; 19.3% open rate (19.1% industry average); 6.6% click rate (2.0 % industry average)
- Social Media
  - i. Twitter: 70 tweets; 23.1K impressions; 124 link clicks; 17 new followers
  - ii. Facebook: 3,538 reach
- Other media:
  - i. Soil Health Podcasts with Hoosier Ag Today – teleconference with Hoosier Ag Today. Podcasts will start in July with Grazing / Warm Season Cover Crops

## **G4. Research**

### **1. Current Obligations**

- June 14, 25 – Coordination/ lead soil health sampling at Werling, Scott (A)
- Data management – finalization/location of missing datasets (A)
- June 16 - Draft Lessons Learned report to USDA-NRCS Soil Health Division

### **2. Action Plan**

### **3. Vetting System**

### **4. Other**

## **G5. Funding**

### **1. Budget Development**

### **2. Capital Structure Plan**

### **3. Funding Model –**

- TMMI grant review with philanthropy lead; Will rewrite for SW Indiana geographic region and include money to SWCDs to use as cover crop cost share.

- June 4 – teleconference w/ NativeEnergy to discuss potential project to subsidize no-till adoption. Upon vetting of Native Energy with partners, will not actively pursue a partnership.
- CWI grant application submitted.

### **General Organization**

- Professional Development:
  - June 11-13 American Farmland Trust / Women4theLand Facilitation Training (PM)
  - June 26-29 – Purdue Extension led facilitation training (PM)
  - June 28 – Soil Sampling for Effective use of P, K, and Lime (A)
- 6/11-12 4R Summit (A)