

Highlights

- Podcast “Soil Health Economics and Talking to Ag Lenders” – 2-part series with Ken Rulon, Rulon Enterprises and Keith Berns, Green Cover Seeds
- 2021 CCSI Webinar Series – Starting Scheduling
 - January 5 (Webinar) Ken Rulon “Soil Health Economics and Communicating with Ag Lenders”
 - January 19 (Virtual Shop Visit) Paul Jasa, UNL “Planter Set-up for High Residue Situations”
 - February 2 (Virtual Shop Visit) AJ Adkins, NTM Ag/Dawn Equipment “Planter Modifications for Different Planting Conditions”
 - February 16 (Webinar) Rodney Rulon “So... you want me to change how I farm?”
- February 12 - Carbon Market Trading Panel
 - Organization Consortium that includes: CCSI, American Farmland Trust, The Nature Conservancy, Soil Health Partnership, The Wetlands Initiative, Illinois Central College, Izaak Walton League, Practical Farmer of Iowa, WI Land and Water, WHIN, Big Pine Watershed, IL LICA, AISWCD, Pheasants/Quail Forever, Illinois Extension, PCM, Illinois Corn/Soy, Zea Mays Foundation
 - This event brings four prominent carbon markets to one table, Indigo Ag, Nori, Ecosystem Services Market Consortium, and the Soil and Water Outcomes Fund, providing farmers a side-by-side comparison of opportunities. Presentations will walk the audience through the process of program enrollment from start to finish, highlighting key contracting terms and conditions, payment schedules, and verification requirements.

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.

- December 4 Barry Fisher Farm – Filming / Field Visit (A)
- December 9 Loran Steinlage (D)

2. 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)

- November 6 – Ride-a-long, Dan Holderby, Newton Co – picking corn in wind-damaged field (NPM)

3. Farmer Influencers

Quarterly Targets: 1 LLP per region adding an influencer to their outreach planning team or board.

(Each - NPM, SPM)

Continued work with W4tL, IANA, and other influencer groups.

- December 9 Tim Hayes, Duke Energy (D)
- December 17 AGCO Engineer re equipment tech needs in soil health systems (A)

4. Presentations

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

- December 1-2 Kentuckiana Crops Conference (recording) "Soil Health Diagnostics" (A)
- December 15-16 CCA Conference (recording) "Soil Health Diagnostics" (A)
- In-field Assessment Videos for Indiana NRCS trainings (A)

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

- December 8 Webinar: Winter Conservation Meeting (Adams SWCD), 70 participants; 28 remained for Q&A after break (NPM)
- December 8 (Webinar) "Lessons Learned from the Indiana Conservation Cropping Systems Initiative" – USDA NRCS Soil Health Division

Workshops Cancelled

- December 2 – Boone County Field Day
- February 2 – Southern Region Soil Health Workshop
- February 21 – (In-Person) Howard/Tipton County Workshop

Workshops in Progress:

- 2021 CCSI Webinar and Virtual Shop/Field Visit Series
 - January 5 (Webinar) Ken Rulon "Soil Health Economics and Communicating with Ag Lenders"
 - January 19 (Virtual Shop Visit) Paul Jasa, UNL "Planter Set-up for High Residue Situations"
 - February 2 (Virtual Shop Visit) AJ Adkins, NTM Ag/Dawn Equipment "Planter Modifications for Different Planting Conditions"
 - February 16 (Webinar) Rodney Rulon "So... you want me to change how I farm?"
- January 16 IASWCD Annual Conference "Soil Health Diagnostics"
- January 25, 27 – (Webinar) Indian-Kentuck Watershed Cover Crop Webinar
- January 2021 (Virtual) Tippecanoe County Landowner Virtual Field Day
- February 12 (Virtual) – Carbon and Ecosystems Markets with American Farmland Trust
- February 2 – (In-person) Southern Region Soil Health Workshop
- February 4 – (Virtual) Lower Salomonie Watershed Field Day
- February 3, 10, 17, 24 – (Virtual) VUJC Land Stewardship Initiative
- February 12 (Virtual) Carbon Market Trading Panel
- February – March (Virtual) Advanced Soil Health Training for Ag Retail with TNC
- March 4-6 (Virtual) Indiana Small Farm Conference
- Wabash SWCD Annual Meeting (working on speaker support)
- March 2021 Clay Co Soil Health Field Day

- November 2021 – Spencer/Perry Workshop with Rick Clark and Wayne Fredericks
- Daviess Co – Soil Health Field Day, TBD 2021
- Vigo Co Small Farm Program – TBD
- December 10, 2021 Howard-Tipton County SWCD with Dr. Kris Nichols

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

- N/A

Trainings in Progress:

- 2021 Soil Health Training Curriculum / Adaptation Planning
- Purdue Extension Soil Health Signature Program (A)
- Soil Health Nexus website development and review (A)
- TNC/NRCS/CCSI Soil Health Lab Manual (A)
- September 2021 Soil Health Nexus In-Service (A)

Professional Development Opportunities

Annual Target: Outlined in fall with training team.

Advanced Soil Health Trainings / Applied Soil Health Knowledge and Skills

Trainings in Progress:

- 2021 Soil Health Curriculum / Execution Planning

3. Messaging to/from Local Level Partnerships

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

- December 2 (Virtual) College of Ag Staff Meeting (A)
- December 7-8 (Virtual) Purdue Extension Professional Development Conference (A)
- December 7 Adams Co. SWCD Practice Webinar (NPM)
- December 14 Southeast CCSI Regional Teleconference (D, A, NPM, SPM)
- December 14 Southwest CCSI Regional Teleconference (D, A, NPM, SPM)
- December 16 Northeast CCSI Regional Teleconference (D, NPM, SPM)
- December 16 Northwest CCSI Regional Teleconference (D, NPM, SPM)
- December 18 IASWCD Board Meeting (D)

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.

- December 01 – Events Newsletter: 1287delivered; 48% open rate; 10% click rate
- December 09 – Upcoming CCSI Events: 1287delivered; 50% open rate; 11% click rate
- December 22 – Events Newsletter: 1287delivered; 48% open rate; 10% 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
 - Soil Health Economics and Communicating with Ag Lenders with Ken Rulon and Keith Berns
 - Recorded – Cover Crops and Soil Health in Sweet Corn Production
- Blogs
 - CCAs: How to Self-report CEUs (A)
- Videos
 - Soil Health Demonstrations (A)
 - In-Field Soil Health Diagnostics (A)
 - Reading a Soil Test Activity (A)
- Social Media
 - Twitter: 63 Tweets, **31.7K impressions, 25 mentions, 1314 profile visits**, 14 new followers.
 - Facebook: **10,595 reach, 12.8K impressions**
- Website
 - 370 users / 513 sessions

Materials in Progress:

- No-Till Pumpkin planting; follow up video and still footage – Will include write-up for Small Farm Conference
- Sweet corn planter testing
- Adaptation of graphics to yard signs for download
- Adaptation of The Root Project to PowerPoint slides for download

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)
- Support – No-till Pumpkin and Sweet Corn in Cover Crops (Maynard)

G5. Funding

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OTHER

- 12/1 Kosciusko Co SWCD Board Meeting (Zoom)
- 12/8 LaPorte Co SWCD Board Meeting (Teleconference)
- 12/16 Marshall Co SWCD Board Meeting (Zoom)

- Closed for Holidays 12/24 – 1/3