



Highlights

1/1/19 – 11/30/19: Participation and/or presentations at 110 events reaching 4300 individuals.

12/13 – Indiana Farm Bureau Annual Convention, 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
- Trade-show like set-up. Constant stream of pod visitors, engaged in soil health demos, farmer-to-farmer discussions of practices, and conservation program information.

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.

Fourth Quarter Target Achieved

- 12/4 – Seth Watkins and J Arbuckle roundtable with SWCS board (A, NPM, SPM)

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.

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.

- 12/17-18 – Indiana CCA Conference (A, NPM, SPM)

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.

Fourth Quarter Target Achieved

- Workshop Support (December)
 - 12/4 – Boone County Field Day / Soil Health Diagnostics; 15 attendees (A)
 - 12/5 – Fulton County Farmer Breakfast / Planting Cover Crops for Success; 40 attendees (A)
 - 12/6 Harrison-Crawford Cover Crop Workshop; 40 (SPM)
 - 12/13 – Indiana Farm Bureau Annual Convention; 150+/- (D)
 - 12/17-19 Indy Farm Show; 150 +/- (A)
- Workshops in Progress:
 - 01/07-9 – National No-Till Conference Round Table Moderation (D, NPM, SPM)

- ii. 01/13-14/2020 – IASWCD Annual Conference Breakout Sessions (D)
- iii. 01/22 – 4Rs 4 the Future Workshop (NPM, A)
- iv. 01/23 – Soil Health 101 Series (NPM)
- v. 01/30 – Soil Health 101 Series (NPM)
- vi. 02/04 – Southern Region Annual Soil Health Workshop (D, SPM)
- vii. 02/6 Kosciusko Farmer Breakfast (NPM)
- viii. 2/7 – Northern Indiana Grazing Conference – speaker support (D)
- ix. 02/11-13 – Indiana Hort Congress – speaker support (A, D)
- x. 02/12 – Hort Congress Farmer Roundtable (NPM)
- xi. 02/25 Grant County SWCD Annual Meeting (NPM)
- xii. 02/27 – Turkey Manure Management, Loogootee (SPM)
- xiii. March 2020 – Pasture Project / Blue Sinking Watershed (D, SPM)
- xiv. June 2020 – Big Pine Watershed (NPM, D)
- xv. Date TBA – Tippecanoe County SWCD Spring Field Day (A)
- xvi. Date TBA Spring Upper White Watershed Workshop/Field Day (NPM)
- xvii. Date TBA – Prime Farmland Team 2020 Field Day (D)
- xviii. Date TBA – St. Joseph 2020 Annual Producers Meeting (NPM)
- xix. Date TBA – Ag 101 (NPM)
- xx. Date TBA – Spencer-Perry Field Day (SPM)
- xxi. Dates TBA – W4tL Learning Circles (NPM, SPM)

2. Consistent Soil Health Messaging

Foundational Soil Health Trainings – complete for CY 2019

3. Professional Development Opportunities

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

- 12/5 – Hoosier Chapter SWCS Fall Meeting “Selling Conservation”, Lafayette; 88 (D, SPM, NPM)
- Upcoming: 02/13 – Advanced Cover Crops - Soil Health in Hemp Production

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

- 7 Local Level Partnership visits (5 NPM, 2 SPM)

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

- Marketing Materials
 - i. Logo redesign and branding sheet complete
 - ii. Internal/External Marketing Brochures complete
 - iii. Templates 75%
 - iv. Website redesign – launch 01/11
- 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

- Soil Health Podcasts
 - i. Recorded for February - Vole scouting, damage, and preventive measures
 - ii. December 2 – Indy Farm Show Feat. Roger & Nick Wenning, Kevin Horstman, Joe Rorick, Stephanie McLain
- Newsletters and Press Releases
 - i. 12/06 Soil Health Events Newsletter + Social Media Posts
- Social Media
 - i. Twitter: 42 Tweets; 26.2K impressions; 228 profile visits; 20 new followers;
 - ii. Facebook: 392 engagements; 3347 reach; 5718 impressions