



## General Report    May 2019

### Highlights

- Northern Program Manager
  - Phone interviews conducted 5/20
  - In person interviews conducted 5/29
  - Job offered 5/31
- Invited to speak in a symposium at the American Society of Agronomy-Crop Science Society of America-Soil Science Society of America International Annual Meeting – Collaborations at the National, Regional and State Levels to Facilitate Transfer of Knowledge: Cover Crops and Soil Health Networks
- Participated in 7 Soil Health Events, 140+/- attendees;
- 11 Soil Health events in progress, including September event with Wabash-Grant Counties, featuring Frank Gibbs
- 5 CCSI-SARE Soil Health Trainings in progress, including 3-Day Soil Health Training.
- Inaugural Quarterly CCSI Newsletter deployed
- Podcast and supplements with Ben Wicker, IANA, and Allen Dean, NW Ohio Farmer/cover crop applicator on winter/spring erosion and cover crops.
- Podcast RSS set-up; Podcast subscription available on Apple Podcasts, GooglePlay Music, Stitcher, and Spotify

### G1. Farmer Engagement and Involvement

#### 1. Innovative and Visionary Farmers

*Quarterly Target: 3-6 farm visits and/or listening session to help develop outreach topics and tactics. Use input to help LLPs develop workshops and field days .*

- 5/1 – Mike Brocksmith shop visit (SPM)
- 5/9-10 – Provide connections to individuals who had side-dressed manures; resources from OSU on sidedressing manures for farmer with storage issues from wet fall/spring (D)
- 5/13 – Provided information and contacts for current/recent studies into soil health systems and nutrient density; Provided links to potential funding source for farmer led grant to farmer(D)
- 5/16 – Cover Crop Roundtable hosted by Rick Clark with Risa DiMasi, Grassland Oregon; Steve Groff, Cover Crop Coaching; Dan DeSutter, soil health farmer. Attendees included staff from NRCS, Purdue, TNC, Xerces. Provided organizational support. 20 attendees (D, A)
- 5/22 – Purdue Student Farm visit (A)

#### 2. Conservative and Pragmatic Farmers

*Quarterly Target: INFA winter meetings as listening sessions; farmer connections for shop visits. Use input to help LLPs develop tools workshops and field days.*

- Worked with Purdue Extension, NRCS staff on prevented planting resource needs, including

summer forage and seed supply concerns (A)

- 5/6 – NRCS – CCSI agronomy meeting to review/update tech notes (A)
- 5/7 – Webinar recording for Soil Health Nexus group for attendees of future soil health training (A)
- 5/15 – Roundtable with Steve Groff, Covington. 5 attendees – covering a significant amount of acreage (D)
- 5/16 – Meeting with Groff + local hosts for specialty crop training
- 5/22 – Farmer site visit, Pulaski Co (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.*

- Continued work w/ IANA-SARE ag retailer outreach / soil health training project (D, A)
- 5/9 – Meeting with IANA-TNC to explore potential collaboration on TNC outreach project in Upper White + IANA-SARE Project (A)
- Continued work w/ W4tL to expand learning circles and provide supportive services. (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*

- Workshop Support (May Workshops)
  - i. 5/15 – Round table with Steve Groff, Covington – 6 attendees (D)
  - ii. 5/16 – Roundtable with Risa DeMasi, Rick Clark, Dan DeSutter, Steve Groff, Williamsport – 20 attendees (D)
  - iii. 5/18 Steve Groff Workshop, Rising Sun – workshop materials support, speaker logistics support 30 attendees (SPM)
- Workshops in Progress
  - i. 6/12-14 – 4H Sustainable Ag Conference, Lafayette – coordinate soil health farming scenarios from top farmers, lead session(s) (A)
  - ii. 7/31 – Annual Roger Wenning Field Day, coordinated w/ 8/1 SWCS training – featuring Chesapeake Bay farmer Trey Hill (SPM)
  - iii. August 1 – Hoosier Chapter SWCS training, focus on planting green, Greensburg with Trey Hill, Chesapeake Bay farmer.
  - iv. 8/6-7 – Tri-State Soil Health Training (University of Illinois Led), Vincennes – logistical support (A, SPM, D)
  - v. 8/8 – Farmer-led / Small Group Soil Health Workshop, Vincennes – secure speakers, logistical support (A, SPM, D)
  - vi. 8/11 – Farmer led round-table, Vanderburgh county area
  - vii. 8/12 – Regional Ag Forum – Farmer-led, Big Creek Watershed – planning, secure speakers, logistical and promotional support, Haubstadt (SPM)
  - viii. August – cover crop field day, Scottsburg – planning support (SPM)
  - ix. 9/10 – Wabash and Grant County field day with Frank Gibbs (NPM, SPM, D)
  - x. December (potential) – cover crop workshop, Ohio County (SPM)
  - xi. Winter 2020 – Turkey Manure Management, Daviess-Martin-Dubois area (SPM)

## 2. Consistent Soil Health Messaging

### *Foundational Soil Health Trainings*

- May Trainings
  - i. 5/7 – Basics of Soil Health Webinar for Soil Health Nexus, 25 attendees (A)
  - ii. 5/29 – 30 Soil Health Nexus – Teaching Soil Health, MO (A)

## 3. Professional Development Opportunities

### *Advanced Soil Health Trainings*

- May Trainings
  - i. 5/17 – Advanced Soil Health Systems – No-till/Cover Crop Pumpkin Production Focus, with Steve Groff, Columbus – 35 attendees
- Trainings in Progress
  - i. June 4-6 – 3-Day Soil Health Training, West Lafayette
  - ii. Week of July 22 – Advanced Soil Health Systems, 4 events focused on equipment set-up and modifications with Paul Jasa, University of Nebraska and AJ Adkins, NTM Ag.
- *Additional Technical Trainings*
  - 5/9 – Presentation and Media Skills, Indianapolis – 18 attendees
- Trainings in Progress
  - i. ICP Soil Testing and Interpretation planning team, multiple locations (A)

## 4. Messaging to/from Local Level Partnership

*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.*

### District Technical Support / Visits

- i. 5/2 – SE NRCS Area Meeting (SPM)
- ii. 5/6 – SW Soil Health Team Meeting (SPM)
- iii. 5/7 – Owen County SWCD staff meeting (SPM)
- iv. 5/8 – SE NRCS Area Meeting (SPM)
- v. 5/9 – Purdue Agronomy Extension Meeting (A)
- vi. 5/20 – Using Warm Season Grasses in a Grazing System Training (SPM)
- vii. 5/20 – Lost River Watershed Coordinator meeting (SPM)
- viii. 5/29 – SW NRCS Area Meeting – CCSI Update (SPM)
- ix. 5/20 – Scott County SWCD Supervisor, local staff (SPM)
- x. 5/21 – NC SARE (A)

## G3. General CCSI Outreach / Communication

### 1. Marketing Campaign / Strategies

- Jane Santucci, communications contractor provided workbook of Indiana media contacts – Print, Radio, and TV – publication type, location, circulation size/area, and demographic.
- 5/14 Inaugural CCSI Quarterly Newsletter highlighting unique events, partnerships, and other work supported by CCSI – 1171 recipients; 28% open rate (21.4% industry ave); 4.4% click rate (1.9% industry ave)

### 2. Soil Health Messaging

- Soil Health Podcasts with Hoosier Ag Today
  - i. NASS statistics showing increase in conservation adoption; cover crop adoption – Allen Dean,

- NE Indiana / NE Ohio farmer, and Ben Wicker, IANA
- ii. Podcast RSS set-up; Podcast subscription available on Apple Podcasts, GooglePlay Music, Stitcher, and Spotify
- Soil Health Events Newsletters
  - i. 5/7 – 3-Day Soil Health Training – 920 delivered, 25.6% open rate (21.4% industry ave); 2.2% click rate (1.9% industry ave)
  - ii. 5/15 – Soil Health Events – 1164 delivered, 24.8% open rate (21.4% industry ave); 3.6% click rate (1.9% industry ave)
- Social Media
  - i. Twitter: 76 tweets; 40.6K impressions; 13 new followers
  - ii. Facebook: 5,7812 reach; 11,311 impressions

#### **G4. Research**

##### **1. Current Obligations**

- Continued data management coordination (A)

##### **2. Collaboration**

- Provided connection to organic cereal rye cover crop seed source for Liz Maynard - Purdue plot research (D)

#### **G5. Funding**

#### **General Organization**

- 5/20 Northern Program Manager telephone interviews
- 5/29 Northern Program Manager in-person interviews
- 5/21 Northern Program Manager position offered
- 5/28 – 6/3 Director Vacation
- Invited to speak in a symposium at the American Society of Agronomy-Crop Science Society of America-Soil Science Society of America International Annual Meeting – Collaborations at the National, Regional and State Levels to Facilitate Transfer of Knowledge: Cover Crops and Soil Health Networks (D)