

Highlights

The Root Project Slides

The first batch of Root Project imagery for use in PowerPoint presentations was uploaded to the CCSI website on 10/31 for wider distribution on 11/1.

Expansion of CCSI Staff

Official notice was given of a new USDA-NRCS agreement to underwrite current CCSI staffing positions and add 2 new Program Manager and 1 new Agronomist position. CCSI Oversight Committee members have volunteered to be part of the Program Manager interviewing committee. Director will meet with Purdue Extension leadership in November to discuss filling the new Agronomist position

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.

- 10/04 Ray McCormick (D)
- 10/11 David Brandt (D)
- 10/13 Cameron Mills (D)
- 10/28 Cameron Watts and Dan Holderby ride-along while shelling corn, hauling to elevator (NPM)

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).

Most events provided opportunities for discussions with Conservative and Pragmatic Farmers topics.

- Dutchman Farms (Agronomist became co-owner in 2021) doubled cover crop acres and transitioned to no-till wheat. (Uncle and cousin have a long history of tillage production)
- 10/05 Casey Jones ride-along in grain cart while cutting soybeans.
- 10/13 Brad Obermeyer (D)

2. 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.

- 10/05 Rob Meyers, NC-SARE
- 10/07 Hans Kok (D)
- 10/17 Denise Jamerson, Lyles Station (D)
- 10/18 Southern Indiana Sentinel Landscape program (A)
- 10/29 Walt Lynn (D)

- Craig Ficenic, Sand County Foundation – multiple dates (D)

3. Presentations

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

- 10/15 – Sunnyside Master Gardener Fall Seminar, Sellersburg, “Climate Change and Soil Health in the Garden”; 50 attendees (A)
- 10/20 Delaware County Indiana Master Naturalist Training, Muncie (virtual presentation), “Climate Change for the Master Naturalist”; 23 attendees (A)
- 10/24-28 National Adaptation Forum poster session (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)

Completed Workshops:

- 10/25-26 Byron Seeds Trainings / workshop (40 attendees)

Workshops in Progress:

- 11/03-04 – Sand County Foundation Watershed Partnerships
- 11/05 Newton County Field Day
- 11/10 Dubois County Economic Forum
- 11/16 ANR Retreat
- 11/29 WLEB Workshop (virtual)
- 12/01 Parke/Vermillion Field Day
- 12/02 Hancock County PARP
- 12/08 Newton County PARP
- 12/15 Indiana Master Naturalist Program
- 12/16 Posey/Gibson PARP
- December 2022 – Parke-Vermillion Event (reschedule)
- 01/09 IASWCD Annual Conference break-out session
- 02/07 Regional Soil Health Workshop, Salem
- 02/07, 21, 28 German American Bank Lunch-n-Learn for Ag Lenders
- 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:

- 10/25-26 Byron Seeds Dealer Training (with Barry Fisher)

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

3. Professional Development Opportunities

Annual Target: Outlined in fall with training team.

Advanced Soil Health Trainings / Applied Soil Health Knowledge and Skills

Completed Trainings:

- 09/08 CCSI-SARE-NWF Grow More (Selling Conservation) Pilot; 25 attendees
- 2022 SARE PDP – Cover Crop in Vegetable Production – PAC Demonstrations

Trainings in Progress:

- 2023 Expanded CCSI-SARE-NWF Grow More (Selling Conservation) Training rollout

4. Messaging to/from Local Level Partnerships

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

- 10/05 ANR Extension Monthly Update, virtual (A)
- 10/06 Starke Co SWCD (NPM)
- 10/06 Pulaski Co SWCD (NPM)
- 10/06 Fulton Co SWCD (NPM)
- 10/17 Friends of Lake Monroe, virtual (SPM)
- 10/18 Southern Indiana Sentinel Landscape (A)
- 10/19 Lost River Watershed, Salem (SPM)
- 10/20 Southern Indiana Sentinel Landscape (SPM)
- 10/20 ANR Extension Natural Resource Focus Group Meeting, virtual (A)
- 10/25 Southern Indiana Sentinel Landscape (D)
- 10/26 Kankakee RCPP meeting, virtual (NPM)
- 10/27 WLEB partnership update meeting, virtual (D, NPM)
- 10/31 AGRY Extension Meeting, virtual (A)
- 10/31 SE/SW and NE/NW teleconferences (D, NPM, SPM)

G3. General CCSI Outreach / Communication
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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.

NOTE – there appears to be an issue with USDA servers blocking the CCSI newsletter.

- October 1 – Events Newsletter; 2206 delivered, 704 opened, 92 follow through
- October 15 – Events Newsletter; 2193 delivered, 711 opened, 93 follow through

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
 - (Upcoming) Jon Lundgren Ecdysis + Pat Bittner (Vanderburgh Co Farmer) – Insect apocalypse; Positive effects of soil health systems for beneficial insects
 - (Upcoming) Hans Schmitz, CCSI/Purdue Extension, and Austin Pearson, Midwest Regional Climate Center/Purdue Extension – Climate, Weather, and Soil Health
- Social Media
 - Twitter: 58 tweets, 19.3K impressions; 4 mentions, 1047 profile visits, 4 new followers.
 - Facebook: 3131 reach
 - 10/1 – Share CCSI newsletter, 17 reach
 - 10/1 – Share ISDA post about Jordan Seger Douglass-Irvin Administration Award – reach unavailable
 - 10/1 – Share Northwest Indiana Influential Women Association post about Bri Styck – reach unavailable
 - 10/6 – Share Jamerson blog post, 18 reach, 1 share
 - 10/17 – Back to the Basics – Newton/Jasper/Benton field day post, 11 impressions, 9 reach
 - 10/17 – Share Prairie Farmer article “Facing farm life in our 40s”, reach unavailable
 - 10/17 – Share NACD post about small grants available, reach unavailable
 - 10/25 – Lisa with the color changing mug, 408 reach
 - 10/25 – Joel Gruver speaking at Byron training, 158 reach
 - 10/25 – Stephanie Frischie speaking at Byron training, 222 reach
 - 10/26 – touring cover crop plots at Byron, 303 reach
 - 10/26 – Barry in soil pit at Byron, 390 reach
 - 10/26 – attendees around soil pit at Byron, 70 reach
 - 10/28 – farmer ride along post, 202 reach
 - Autumn Seasonal Outlook – State Climate Office at <https://ccsin.info/3Tdkc0g>
 - Website
 - *October report unavailable from Google Analytics*
 - Root Project PowerPoint Slides – 1st set available for download.

Materials in Progress:

- CCSI and Partnerships, ISA and Purdue Extension (interview, D)
- Before You Sign: Seven Tips for Carbon Markets (A)

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.

Other

Professional Development

- 10/20 Women4theLand Discussion Leader Training (SPM)
- 10/24-28 National Adaptation Forum, Baltimore (A) – networking has led to multiple follow-up meetings