

Highlights

- Northern Program Manager
 - Phone interviews conducted 5/20; In person interviews conducted 5/29
 - Sheila Schroeder offered position 5/31, formally accepted 6/5; started 6/24
- Prevented Plant Resources
 - Prevented Planting special Podcast with Aaron Hagar, University of Illinois on weed management decisions.
 - 4 Prevented Plant Meetings/Meeting Support; approximately 70 attendees
- Advanced Soil Health Systems Trainings
 - Paul Jasa, University of Nebraska – Residue Management, Compaction, No-till Planter Set-up
 - AJ Adkins, NTN Ag Equipment / Dawn Equipment – Strip-till Equipment Basics
 - Approximately 120 attendees over 4 separate events

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.

- 4 Events, 170 Attendees, including:
 - Four Prevented Plant workshops / listening sessions; approximately 70 attendees
 - Central Indiana Field Day – 9 County Extension Region. Agronomist one of presenters; approximately 100 Attendees
- 6/27 – Document side-dress of manure with drone footage, still imagery (A)
- IANA-SARE – Ag Retailer Training
 - Part of IANA / 4R Event with Corteva; Use as launching pad for “in-house” trainings vs public.

2. Conservative and Pragmatic Farmers

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.

- Goal 2 - Local Level Partnership Support
 - 2 Completed Trainings
 - 5/29 – 30 Soil Health Nexus – Teaching Soil Health, MO (A)
 - Soil Health for Midwestern Field Staff (3-Day Soil Health Training) , West Lafayette; 32 attendees
 - Four Advanced Soil Health Systems Trainings
 - Paul Jasa, University of Nebraska – Residue Management, Compaction, No-till Planter Set-up

- AJ Adkins, NTN Ag Equipment / Dawn Equipment – Strip-till Equipment Basics
 - Approximately 120 attendees over 4 separate events (Monroe City, Hope, Kendallville, Chalmers)
- 6 Soil Health Trainings in progress:
 - 8/1 - Hoosier Chapter SWCS training, focus on planting green. Featuring
 - Host Roger Wenning, Greensburg, IN
 - Trey Hill, Harborview Farms – Maryland/Chesapeake Bay farmer
 - Dave Brandt, Walnut Creek Seeds/Brandt Family Farm, Carroll, OH
 - Loran Steinlage, FLOLOfarms / Dawn Equipment, West Union, IA
 - 9/5-6 – Supportive efforts for NRCS Soil Health Team Training with Jill Clapperton
 - 4-6 ICP Soil Testing and Interpreting Results Trainings, mid-Sept
- 6 Completed Local Level Workshop Support
 - June 12-14 – Sustainable Agriculture 4H Academy; 15 Attendees
 - July 11-12 - Four Prevented Plant workshops / listening sessions; approximately 70 attendees
 - July 23 - Central Indiana Field Day – 9 County Extension Region. Agronomist one of presenters; approximately 100 Attendees
- 16 local level partner workshops in progress, including:
 - 7/31 – Roger Wenning Annual Meeting
 - 7/31 – Farmer Roundtable, Decatur
 - 8/2-18 – FFA Cover Crop Tubes; Indiana State Fair
 - 8/3 – Scott County Grazing Workshop
 - 8/6-7 – Tri-State Training, Knox
 - 8/8 – Small Group Meeting, Knox
 - 8/11 – Farmer Round Table, Posey/Vanderburgh
 - 8/12 – Regional Ag Forum – Farmer-led, Big Creek Watershed (Haubstadt)
 - Speakers Include
 - Rick Clark, American Soybean Association Conservation Legacy Award Winner
 - Randy Krone, Indiana Farm Bureau president
 - Martin Barbre, USDA-RMA Director
 - Barry Fisher, USDA-NRCS Central Region Leader, National Soil Health Division
 - 8/19 – IANA – 4R – Corteva Event
 - 9/6 – Jill Clapperton Event, Indianapolis area
 - 9/10 – Wabash and Grant SWCD Cover Crop Field Day, featuring Frank Gibbs / Smoking Tile-Worm Channel Demo
 - 9/17-19 or 9/24-26 – ICP Soil Testing and Interpreting Results Training
 - Late September – Jamie Scott field day??
 - December (potential) – cover crop workshop, Ohio County (SPM)
 - Winter 2020 – Turkey Manure Management, Daviess-Martin-Dubois area (SPM)
- Goal 3 – Communications
 - Marketing Campaign / Strategies

- 6/4 – ICP Soil Health Communications Team Meeting – strategies to support, elevate messaging. Big focus on prevented planting needs – D, Santucci, W4tL, IASWCD, NRCS, IANA
- Rebranding / Brochures / Website – Big Picture Studio Contracted. Logo, Branding Sheet at 90%
- Continued posting from nearly every meeting, event – well received; Apparently noticed by local partners.
- Press releases:
 - Sheila Schroeder Hire (June)
 - Wenning/SWCS Field Days (July)
 - Regional Ag Forum (July)
- Soil Health Podcasts with Hoosier Ag Today, plus supplemental articles
 - Soil Health Podcast now available for subscription on Apple Podcasts, Stitcher, GooglePlay Music, and Spotify
 - June - Prevented Planting special Podcast with Scott Wohltman, American Seed Trade Association, LaCrosse Seed on cover crop seed supplies and crop insurance considerations.
 - July - Prevented Planting special Podcast with Aaron Hagar, University of Illinois on weed management decisions.
 - August – Non-operating Landowner Outreach with Heather Bacher, Women4theLand and Jen Filipiak, American Farmland Trust – recorded, ready to broadcast.
- Social Media for the period of April 1 – June 30
 - Twitter: 229 tweets; 126.6 K impressions; 36 new followers
 - Facebook: 5,298 reach; 10,342 impressions
- Other:
 - NACAA Booth with ICP Partners - September
 - Non-operating Landowner Feature Articles with W4tL – Series of 4 outreach articles, splitting costs w/ W4tL. Commenced mid-late July

Other:

- Invited speaker at American Society of Agronomy / Crop Science Society of America / American Society of Soil Scientists Annual Conference (November 2019)
- Professional Development
 - Sustainable Agronomy – Nebraska; Agronomist is one of 100+/- CCAs in US with sustainable ag certification
 - 3-Day Purdue Facilitation Training – Southern Program Manager