

## Highlights

### Soil Health and Sustainability for Midwestern Field Staff (3-Day Soil Health Training)

June 21-23; 34 attendees. This training was evaluated and adapted to build upon Core Cover Crops / Soil Health Trainings and avoid replication of modules – while maintaining content required for NRCS Conservation Planning Certification requirement. Sessions were re-organized to better connect concepts (lecture) with more hands-on applications – especially in-field soil health diagnostics. Response from attendees has been very positive.

### Strategic Planning

An update of the CCSI Strategic Plan will be taking place in the coming months. As with the last process (2017), an e-Survey will be deployed to conservation staff and other partners across the state to gather their opinions and input on direction. This information, along with phone interviews will be used to shape the strategic plan revision.

## 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.*

- 06/08-09 Aaron Krueger Field Day, featuring top farmer panel & visits to Krueger, Rexing and Bittner farms (A, D, SPM)
- 06/20-21 Dan DeSutter farm set-up and field visit (A)

### 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) .*

- 06/08-09 Aaron Krueger Field Day, featuring top farmer panel & visits to Krueger, Rexing and Bittner farms (A, D, SPM)

### 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.*

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### 4. Presentations

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

- 06/03 – Environmental Research Institute City Official Zoom, Zoom, “Climate Change in Agricultural Settings” (12 attendees)
- 06/09 – Aaron Krueger Field Day, Owensville, “CCSI Breakout Talk” (30 attendees)

- 06/22 – Soil Health for Midwestern Field Staff, West Lafayette, “Soil Health Principles” (34 attendees)
- 06/23 - Soil Health for Midwestern Field Staff, West Lafayette, “Economics of Soil Health” (34 attendees)

## **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:

- June 2 – Get the Dirt Urban Training; 80 attendees
- 06/09 Aaron Krueger / ACAM (Farm Journal) Field Day; 30 attendees

#### Workshops in Progress:

- Postponed! 07/07 Parke-Vermillion Field Day
- 07/09 Cass County Family Workshop
- 08/04 Newton County Event
- 08/11 Scott County Pasture Walk
- 08/16 Soil Health Expo, Princeton
- 08/17 Roger Wenning Field Day, Decatur
- 08/22 Adams County
- 08/23 Greener Pastures Field Day, Dale
- 08/24 Indiana field day with Ward Labs at Rulons
- 08/24 Huntington Field Day
- 09/01 Clay County Event
- 09/07 Roemke Field Day
- 09/14 Eel River
- 09/28 Porter County
- 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:

- June 21-23 Soil Health and Sustainability for Midwestern Field Staff (3 Day Soil Health Training); 34 attendees

#### Trainings in Progress:

- July 26-27 Byron Seeds Dealer Training (with Barry Fisher)
- TNC/NRCS/CCSI Soil Health Lab Manual
- Purdue Extension Soil Health Signature Program 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:

Trainings in Progress:

- 09/08 “Selling Conservation” Pilot with NWF and Prokopy
- 2022 SARE PDP – Cover Crop in Vegetable Production – PAC Demonstrations
- Purdue Extension Soil Health Signature Program

### 4. Messaging to/from Local Level Partnerships

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

- 06/03 RCPP Update (NPM)
- 06/07 NE Soil Health Team (NPM)
- 06/07 SE NRCS Area Meeting (SPM, A)
- 06/20 Dubois SWCD and partners (SPM)
- 06/27 SE/SW CCSI Regional Teleconference (D, A, NPM)
- 06/27 NE/NW CCSI Regional Teleconference (D, NPM)
- 06/27 Purdue Agronomy Extension (A)
- 06/30 Huntington SWCD and partners (NPM)
- 06/30 – Orange County Fair Visit (A)

## 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.*

- June 1 – Events Newsletter; 651 delivered, 424 opened, 84 follow through
- June 15 – Events Newsletter; 585 delivered, 394 opened, 75 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, Taped) Hans Schmitz + Joe Rorick
  - (Upcoming) Mike Bredeson, Ecdysis – Positive effects of soil health systems on beneficial insects and upland gamebirds
- Social Media
  - Twitter: 81 Tweets, 25.9K impressions; 6 mentions, 3,111 profile visits, 21 new followers.
  - Facebook:
    - 06/01 – Share CCSI newsletter to FB (48 reach)

- 06/02 – Photo post from Get the Dirt workshop (142 reach)
- 06/02 – Dr. Roland Wilhelm photo from Get the Dirt (103 reach)
- 06/16 – Share CCSI newsletter to FB (110 reach)
- 06/21 – photo collage scouting fields at DeSutter’s before 3 day (195 reach, 2 shares)
- 06/22 – photos from Day 1 of 3 day (194 reach, 2 shares)
- 06/22 – Eileen infiltration ring video (149 reach, 1 share)
- 06/22 – infield assessments photos (138 reach)
- 06/22 – rainfall simulator demo photos (367 reach, 2 shares)
- 06/23 – student infield assessment photos (163 reach, 1 share)
- 06/23 – instructor photo of Hans, Stephanie, Eileen, Barry (154 reach)
- 06/23 – National Soil Health Day post (103 reach, 2 shares)
- 06/28 – Pinney Purdue Vegetable Field Day (33 reach)
- 06/28 – Share Vermillion County Carter Morgan award post (120 reach)
- 06/30 – Parke/Vermillion event POSTPONED post (30 reach)
- Blog – Infield Advantage Cover Crop Trials
- Website 626 users/ 895 sessions
- Farming for a Better Climate May-July 2022 10 articles @ <https://ag.purdue.edu/climate/research/solutions/farming-for-a-better-climate/>

Materials in Progress:

- TNC-NRCS-CCSI Soil Health Lab Manual (TBD)
- 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)
- Notre Dame – Indiana University – Purdue University collaboration

**Other**

- Professional Development
  - 06/28 - Inaugural meeting – National Extension Climate Initiative Professional Development Committee (A)
- **Other**
  - 06/14 – State FFA Convention Judging Freshman Extemporaneous Speaking with Robin Matlock, Greg Bohlander
  - 05/27 – 06/03 Director Vacation