



Highlights

- USDA-NRCS Cooperative Agreement Executed
 - April 10, 2018 – September 30, 2020
 - Intention of the agreement is to use Local Level Partnerships that are already up and running/promoting soil health as a model. Staff funded under the agreement will work with other LLPs to help them achieve the “next level”
 - \$692,717 – no match required.
 - Will fund 2 Program Managers (Ashley Brucker + 1), splitting the state in two.
 - Funds will be available to support local events
- April Core Cover Crops and Core Soil Health Systems
 - 4/3 (SW), 4/5 (SE) Core Cover Crops – 2 ISDA, 1 Purdue Extension, 13 SWCD, 10 NRCS, 5 farmers/consultants
 - 4/10 (NE), 4/11 (NW) Core Soil Health Systems – 6 ISDA, 1 Purdue Extension, 7 SWCD, 7 NRCS, 2 other
- Summer 2018 CCSI-IANA Retailer Roundtable locations set; Posey/Warrick, Starke, Jennings, Kosciusko SWCDs local partners
- Hoosier Ag Today production of CCSI “sponsored” soil health podcasts.

G1. Farmer Engagement and Involvement

1. Innovative and Visionary Farmers

- Farm visit with Mike Werling (A)

2. Conservative and Pragmatic Farmers

3. Farmer Influencers

- Ag Retailer Outreach with Indiana Ag Nutrient Alliance (IANA)
 - 4 “Retailer Roundtables” set for summer w/ IANA to raise awareness of the importance of soil health / sustainability to retailer clients.
 - Warrick/Posey; Starke; Jennings; Kosciusko SWCDs are local partners
- Non-Operating Landowner (NOLO)
 - Soil Health Outreach Strategy (update)
 1. NRCS working on adaptation of national NRCS landowner materials. CCSI funds will be used for printing.
 2. CTIC reaching out to interviewees for feature article(s)
 - 4/12 Provided connectivity between W4tL Benton County learning circle and new IN-based Xerces society employee (PM)
 - 4/20 Follow-up with W4tL re. 2018 learning circles (PM)
 - 4/24 CCSI/NRCS Soil Health Agronomy meeting – focus on farmer/landowner “Crib Note” (A)

G2. Local Level Partnership Support

1. Facilitate and Support Local Level Partnership's efforts to deliver soil health messaging

- NRCS Cooperative Agreement executed
 - i. Will provide funds to support local events
 - ii. One new program manager to be added (1 north, 1 south)
- Local Visits (Target of 2-3 visits / month reached)
 - i. 4/2 – “Round Table” with Knox SWCD supervisor/staff, S. McLain, NRCS, to discuss CCSI mission, responsibilities (A, PM)
 - ii. 4/3, 4/5, 4/10, 4/11 – Meet w/ attendees of Core Cover Crops / Core Soil Health Systems, set follow-up local visits (PM)
- Local Workshops – Planning in progress
 - i. June 1 – Big Pine Watershed field day – marketing, logistic support
 - ii. June EPA Region 5 Tour – assist w/ logistics, locate BMP stops
 - iii. July 24 – Wenning Field Day – key speakers secured
 - iv. Aug – Werling and Roemke Field Days – logistics assistance, speakers secured
 - v. Nov - Posey-Spencer Soil Health Workshop – schedule/speaker assistance
 - vi. Feb 2019 Tri-County (Starke et al) Field day planning / speaker assistance
 - vii. Potential Leadership Institute logistic support

2. Consistent Soil Health Messaging

- April Core Cover Crops and Core Soil Health Systems
 - i. 4/3 (SW), 4/5 (SE) Core Cover Crops – 2 ISDA, 1 Purdue Extension, 13 SWCD, 10 NRCS, 5 farmers/consultants
 - ii. 4/10 (NE), 4/11 (NW) Core Soil Health Systems – 6 ISDA, 1 Purdue Extension, 7 SWCD, 7 NRCS, 2 other
- Soil Health Skills Assessment question review. Target late summer / fall deployment
- Advanced Soil Health Systems
 - i. July 25, 26; location TBD
 - ii. Rafiq Islam, Alan Sundermeir, OSU featured presenters – to demonstrate new soil health measurement tool kit.
- 4/19 – Indiana SARE Professional Development Program planning meeting. SARE is a partner of CCSI Trainings.

3. Professional Development Opportunities

- May 24, 25 Presentation and Media Skills
 - i. Invitee list solicited, invitations out.
 - ii. Ag Media confirmed for participation
 - iii. Locations set – Logansport (23) and Bloomington (24)

4. Messaging to/from Local Level Partnerships

- Provide connectivity between retailers and SWCDs through Retailer Roundtables (See G1.3 above)

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

- NOLO Outreach strategy in progress by interagency team (See Goal 1.3, above)
- RFP solicited for website redevelopment, Newsletter template, Brochure development

2. Soil Health Messaging

- Soil Health Events Newsletters
 - i. 4/4 – 1058 delivered; 21.6% open rate (19.4% industry average); 5.9% click rate (2.2% industry average)
 - ii. 4/25 – 1058 delivered; 19.5% open rate (19.4% industry average); 5.8% click rate (2.2% industry average)
- Social Media
 - i. Twitter: 90 teets; 36.1K impressions; 233 link clicks; 20 new followers
 - ii. Facebook: 2034 reach
- Other media:
 - i. Initial meeting w/ Purdue Distance Learning to discuss possibility of developing soil health curriculum.
 - ii. Outlined proposal with Hoosier Ag Today to develop soil health podcasts

G4. Research

1. Current Obligations

- Sampling logistics for 2018 set.

2. Action Plan

3. Vetting System

4. Other

G5. Funding

1. Budget Development

2. Capital Structure Plan

3. Funding Model –

- 4/10 NRCS Cooperative Agreement executed.
- Potential Grant:
 - Funding models/ potential grant list developed
 - Potential Drucker Prize submitted
 - TMMI submitted

General Organization

- 4/3 SARE Our Farms, Our Future (D)
- 4/17 Agronomy Extension Group Meeting (A)
- 4/17 CCSI Oversight Committee Teleconference