



General Report March 2019

Highlights

- Presentation to Indiana Lakes Management Society conference focusing on partnership development, soil health and water quality.
- Participated in 6 Soil Health Events, 268 attendees;
- 16 Soil Health events in progress, including August event targeting conservative/pragmatic farmers. Speakers include Randy Kron, IFB and *Martin Barbre, USDA-RMA Director*
- 6 CCSI-SARE Soil Health Trainings in progress, including a pair of Specialty Crops trainings focused on no-till/cover crop pumpkin production (likely the easiest entry into a soil health system)
- Collaboration with Hoosier Chapter SWCS and CTIC for summer training focused on planting green.
- 2 Additional/supportive trainings in progress, including Presentation and Media Skills
- Podcast and supplements with John Tooker, Penn State Entomologist, focusing on neonicotinoid seed treatment effectiveness and impacts on beneficial insects/pest pressure.
- Request for Proposal distributed for branding, internal and external marketing materials, mailchimp templates, and website redesign

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 . Goal Achieved January

- Innovative / Visionary farmers engaged to develop cropping scenarios for June 12-14 4H Sustainable Ag Conference

2. Conservative and Pragmatic Farmers

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

- 3/6 – The Pasture Project (pastureproject.org) meeting re potential Indiana projects. (D)
- 3/8 – Cover Crop Seed Suppliers Meeting (D)
 - i. Coordinated by NRCS Staff
 - i. Collaborated with NRCS Staff and Cover Crop Experts to develop guidance for Winter 2019 erosion issues.
 - ii. Collaborated with Cover Crop Experts to collect imagery and information to use for Fall 2019 outreach campaign – at minimum seed draws/valleys to cover crops to reduce gully erosion.
- 3/29 – Planting Green Meeting (D, A)
 - i. Coordinated by NRCS Staff
 - ii. Collaborated with NRCS Staff and Purdue Researchers to find consensus on planting green terminology and initial/draft flow chart to use for farmer assistance.

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.

- 3/21 – Indiana Lakes Management Society Conference. Presentation on partnership development / soil health and water quality (D) 100+/- attendees
- Continued work w/ IANA-SARE ag retailer outreach / soil health training project (D, A)
- Continued work w/ W4tL to expand learning circles and provide supportive services

G2. Local Level Partnership Support

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

Quarterly Target: Meet with 12-16 Local Level Partnerships / ICP partners to communicate available CCSI assistance

Quarterly Target: Materially participate in / support average of 15 LLP Outreach Efforts

- Workshop Support (March Workshops)
 - i. INfield Advantage 2.0 launch meeting support (D, A, NPM, SPM)
 - ii. 3/13 – Wabash SWCD Annual Meeting – secured speaker 35+ attendees (NPM)
 - iii. 3/13 – Managing for Soil Health, Frankfort – promotional support, post-event survey support 43 attendees (NPM)
 - iv. 3/15 – Vigo County Envirothon – secured soil health presenter 50+ students (D)
 - v. 3/21 - Conservation Focus Workshop, Wayne Co – secured speaker 66 attendees (SPM)
- Workshops in Progress
 - i. 4/5 – Illinois-Indiana Bison Assn Spring Conference, Whitley Co. – Promotional and logistical support (NPM)
 - ii. 4/9 – Knox Co Pollinators & Soil Health in Melon Production – small group discussion, led by Knox SWCD – secure guest speaker (D)
 - iii. 4/9 – SWPAC site visit / no-till pumpkin demo discussion (D)
 - iv. 4/9 – Roundtable, led by local farmer – secure guest speaker (D)
 - v. 4/10 – Byron Seed Spring Meeting, Rockville – secure speaker (D)
 - vi. 4/11-12 – Mid Southern Ag Summit – planning support (SPM)
 - vii. 4/24 – State Envirothon – coordinated judge/soil health (D)
 - viii. 5/18 Steve Groff Dearborn Co – materials support, speaker logistics support (SPM)
 - ix. 6/12-14 – 4H Sustainable Ag Conference, Lafayette – coordinate soil health farming scenarios from top farmers (NPM), lead session(s) (A)
 - x. 8/6-7 – Tri-State Soil Health Training (University of Illinois Led), Vincennes – logistical support (A, SPM, D)
 - xi. 8/8 – Farmer-led / Small Group Soil Health Workshop, Vincennes – secure speakers, logistical support (A, SPM, D)
 - xii. 8/12 – Regional Ag Forum – Farmer-led, Big Creek Watershed – planning, secure speakers, logistical and promotional support, Haubstadt (SPM)
 - xiii. July / August – Annual Wenning Field Day (SPM)
 - xiv. August – cover crop field day, Scottsburg – planning support (SPM)
 - xv. September – Wabash Co cover crop field day (NPM)
 - xvi. December (potential) – cover crop workshop, Ohio County (SPM)

2. Consistent Soil Health Messaging

Foundational Soil Health Trainings

- In Progress:
 - i. 4/3 – Core Cover Crops, Hamilton Co Fairgrounds
 - ii. 4/4 – Core Soil Health Systems, Hamilton Co Fairgrounds

3. Professional Development Opportunities

Advanced Soil Health Trainings

- Trainings in Progress
 - i. 4/11 – Advanced Soil Health Systems – No-till/Cover Crop Pumpkin Production Focus, with Steve Groff, Lafayette
 - ii. 5/17 – Advanced Soil Health Systems – No-till/Cover Crop Pumpkin Production Focus, with Steve Groff, Columbus
 - iii. June 4-6 – 3-Day Soil Health Training, West Lafayette
 - iv. 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.
 - v. August 1 – Hoosier Chapter SWCS training, focus on planting green, Greensburg.

Additional Technical Trainings

- Trainings in Progress
 - i. 5/9 – Presentation and Media Skills with Fred Whitford and Ag Media, Indianapolis
 - ii. 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. 1st Quarter Goal achieved February.

- District Technical Support / Visits
 - i. 3/4 Scott Co SWCD (SPM)
 - ii. 3/20 Dearborn Co SWCD (SPM)
 - iii. Continued participation in Purdue Agronomy Extension meetings (A)
 - iv. INFA 2.0 launch (D, A, NPM, SPM)

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

- ICP staff Survey review - re communications types, understanding of CCSI services and tools, forms of support needed. Takeaways:
 - i. Resume regional teleconference
 - ii. Develop newsletter
- RFP out for bid:
 - i. Branding sheet
 - ii. Website redesign
 - iii. Internal and External Marketing Brochures
 - iv. Newsletter, Factsheet, Podcast Supplement and Email Templates

2. Soil Health Messaging

- Soil Health Podcast with Hoosier Ag Today
John Tooker – Penn State: Neonicotinoid seed treatment efficacy and effects on beneficial insects
- Soil Health Events Newsletters
 - i. 3/7 – Soil Health Events - 1042 delivered; 23.4% open rate (21.3% industry ave); 8.3%

- click rate (1.9% industry average)
- ii. 3/21 – Soil Health Events - 1042 delivered; 20.3% open rate (21.3% industry ave); 5.1% click rate (1.9% industry average)
- iii. 3/27 – Call for Photos and Video – 1036 delivered; 27.1% open rate (21.3% industry ave); 2.1% click rate (1.9% industry average)
- Social Media
 - i. Twitter: 96 tweets; 54.3K impressions; 15 new followers
 - ii. Facebook: 5,298 reach; 10,342 impressions
 - iii. Instagram: 4 posts, 57 followers

G4. Research

1. Current Obligations

- Continued data management coordination (A)

G5. Funding

General Organization