



Highlights

- Cover Crop “Grow Tubes” and supporting information on species provided for the FFA Pavilion at the Indiana State Fair

- 8/12 – Regional Ag Forum (Haubstadt)
 - Farmer-led event. Partners included Local farmers, CCSI, NRCS, Purdue Extension, Big Creek Watershed, Posey-Gibson-Vanderburgh SWCDs
 - PR Focus on Risk Reduction, ROI, Crop Insurance, Farm Bureau updates (not soil health)
 - Speakers included
 - 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
 - Approximately 185 attendees, many “Pragmatic/Conservative” Farmers, Post event Q&A = 30 attendees, at least 4 full-width tillage farmers
 - Initial review of post-event surveys showed a substantial number of farmer-attendees agreed/strongly agreed with management changes, including:
 - *Try no-till again*
 - *Stick with cover crops / try cover crops again*
 - *Try planting green*
 - *Try bigger mixes of cover crops*
 - *Reduce tillage passes*

- FFA Pavilion at Indiana State Fair: Started / provided Cover Crop “Tube” displays and accompanying information to FFA team designing pavilion.

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.

Third Quarter Target Achieved - August

- 7/31 Roundtable: Decatur County with Trey Hill, Chesapeake Bay Farmer; Loran Steinlage, Iowa Farmer; David Brandt, Ohio Farmer; Jerry Raynor, Indiana NRCS State Agronomist; Bruce Kettler, ISDA Director; Multiple Top Indiana Soil Health Farmers
- 8/11 Roundtable: Posey County with Rick Clark, Warren County Farmer; Barry Fisher, NRCS Soil Health Division; Martin Barbre, USDA-RMA Director; and multiple area farmers

2. Conservative and Pragmatic Farmers

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

- 8/12 Regional Ag Forum, post event Q&A and 8/19 4R Field Day as listening sessions.

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.

Third Quarter Target Achieved - July

- FFA Pavilion at Indiana State Fair: Started / provided Cover Crop “Tube” displays and accompanying information to FFA team designing pavilion.
- 7/30 – 8/1 – Indiana CCA Days, NEPAC and DTC
 - i. Approximately 40 attendees per day
 - ii. Soil Health Diagnostics (A); (rebranded from assessments, better reception by CCAs)
- 8/6-7 – Tri-State Soil Health Trainings, Vincennes
 - i. In cooperation with University of Illinois Extension;
 - ii. Approximately 75 attendees, presentation and soil health demos (A, NRCS SHS)
- 8/19 – Indiana 4R Field Day, Lebanon
 - i. Soil Health Demos to approximately 75 attendees (A, NRCS SHS)
 - ii. Connections with Corteva, Land-o-Lakes, others from Ag Retail

G2. Local Level Partnership Support

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

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

Third Quarter Target Achieved - August

- Workshop Support (August Events) – 6 events, 328 attendees
 - i. 8/3 – Scott County Grazing Workshop – logistical, promotional support (SPM); 22 attendees
 - ii. 8/8 – Farmer-led, Small-group Workshop, Vincennes – secured speakers, logistical support, soil health presentations (A, SPM, D); 40 attendees
 - iii. 8/11 – Farmer-led Roundtable, Haubstadt – guest speakers, logistical support (SPM, D); 28 attendees
 - iv. 8/12 – Regional Ag Forum – Farmer-led, Haubstadt – speakers, logistics, promotion (SPM, D); 185 attendees
 - v. 8/12 – Post Ag-Forum Q&A Round-table, Haubstadt; logistic support (SPM); 28 attendees
 - vi. 8/29 – Marshall County SWCD Pasture Walk, Nappanee; promotional support (NPM); 25 attendees
- Workshops in Progress:
 - i. 9/4 – Roemke Field Day – equipment support (NPM)
 - ii. 9/8-10 – National Association of County Ag Agents Conference tradeshow booth.
 - iii. 9/10 – Wabash and Grant SWCD Cover Crop Field Day, featuring Frank Gibbs / Smoking Tile-Worm Channel Demo (NPM)
 - iv. 12/13 – Indiana Farm Bureau Annual Convention – speaker support (D)
 - v. December (potential) – cover crop workshop, Ohio County (SPM)
 - vi. 01/13-14/2020 – IASWCD Annual Conference Breakout Sessions
 - vii. Winter 2020 – Turkey Manure Management, Daviess-Martin-Dubois area (SPM)

2. Consistent Soil Health Messaging

Foundational Soil Health Trainings – complete for CY 2019

3. Professional Development Opportunities

Advanced Soil Health Trainings – CCSI-SARE Trainings complete for CY 2019.

- Completed Trainings
 - i. 8/1 – Hoosier Chapter SWCS Summer Meeting on Planting Green, 65 Attendees. Speakers included: Roger Wenning (Greensburg, IN); Trey Hill, Harborview Farms (Chesapeake Bay); David Brandt, Walnut Creek Seeds/Brandt Family Farm (Carroll, OH); Loran Steinlage, FLOLOfarms/Dawn Equipment (West Union, IA) Focus – Planting Green; 65 Attendees (Conservation Professionals)
- Upcoming Trainings:
 - i. 9/5-6 Soil Health Team Trainings with Jill Clapperton; logistical support (NPM)
 - ii. 9/17-19 and 9/24-26 – ICP Soil Testing and Interpreting Results Training

4. Messaging to/from Local Level Partnerships

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.

Third Quarter Target Achieved - July

- 8 LLP visits – 4 NPM; 4 SPM

G3. General CCSI Outreach / Communication

1. Marketing Campaign / Strategies

- Marketing Materials
 - i. Logo redesign and branding sheet 95% complete
- Presentations / Meetings
 - i. 8/19 – 4R Field Day, Lebanon
- Upcoming Presentations / Meetings
 - i. 11/13 - American Society of Agronomy / Crop Science Society of America / American Society of Soil Scientists Annual Conference, San Antonio. *Indiana Conservation Cropping Systems Initiative: Innovations for Soil Health and Cover Crops* (Holscher)
 - ii. 11/21 or 22 – Sustainable Agriculture Summit, Indianapolis. *Partnerships in Indiana – Setting, achieving, and tracking goals towards sustainable agriculture production* (Holscher, CCSI; Ben Wicker, IANA; Jordan Seger, ISDA)
 - iii. 12/13 – Indiana Farm Bureau Annual Conference, French Lick. *Putting Conservation to Work on Your Farm* (Jerry Raynor, Indiana NRCS; Jeff Smiley, Smiley Farms; Ben Wicker, IANA; Mark Anson, Anson Family Farms; Holscher, CCSI)

2. Soil Health Messaging

- Soil Health Podcasts
 - i. August – 4Rs in Indiana featuring Justin Schneider, IFB; Seth Harden, Indiana TNC; Christy Wright, Corvea
 - ii. September – Non-operating Landowner Outreach with Heather Bacher, Women4theLand and Jen Filipiak, American Farmland Trust, recorded and ready to broadcast.
- Newsletters and Press Releases
 - i. 8/22 – Soil Health Events Newsletter Email + Social Media Posts

- ii. 8/22 – Smoke Used as a Tool to Measure Farmland Soil Health Press Release (Wabash-Grant Field Day)
- Social Media
 - i. Twitter: 126 Tweets; 55.7K impressions;
 - ii. Facebook: 110 new likes; 628 engagements; 4995 reach; 14,086 impressions

G4. Research

N/A

G5. Funding

- Clean Water Indiana – Draft Application and Budget
- Mentoring Program – 8/27 Top Farmer teleconference/listening session.

General Organization

- Professional Development
 - i. 3-Day Purdue Facilitation Training – Southern Program Manager
 - ii. Manure Expo - Agronomist