

## Highlights

### CCSI-SARE-NWF Grow More Pilot

This pilot was led by the National Wildlife Federation and was a collaboration of the Indiana SARE Program, Linda Prokopy (Purdue University), and CCSI. NWF had been conducting workshops like this through their [Grow More Program](#) since 2019. Geared towards conservation professionals, the workshop focused on introducing behavior change and communication principles. The training was interactive, with a mixture of presentations by NWF staff with backgrounds in social science and communication, breakouts, and group discussions. The goal was to introduce some basic concepts, facilitate discussion and co-learning among participants, all with the aim of improving outreach to non-adopters of conservation and soil health practices. The pilot will be expanded in CY 2023

### “Relaunch” of the CCSI-HAT Soil Health Podcasts

The partnership of Hoosier Ag Today and CCSI is in its 5<sup>th</sup> season. This summer, Hoosier Ag Today engaged Elise Koning to produce the CCSI-HAT Soil Health Podcasts. With her addition (and a background in conservation and soil health), one podcast has been dropped, another has been recorded, and two more are being scheduled – helping to ensure a regular season of informational podcasts. The first podcast, featuring John Jamerson and Denise Greer Jamerson of Lyles Station can be heard at <https://ccsin.info/LTOG>. The podcast is available on the CCSI website as well as Hoosier Ag Today, Amazon Music, Apple Podcasts, Google Podcasts, iHeartRadio, Pandora, Spotify and Stitcher.

## 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.*

- 09/10, 27 David Brandt (D)
- 09/10 Loran Steinlage (D)
- 09/20 Cameron Mills (D)
- 09/20, 22 Pat Bittner (D)
- 09/27 Rick Clark (D)
- *Most meetings presented opportunities for discussions with Innovative and Visionary Farmers*

### 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).*

*Most events provided opportunities for discussions with Conservative and Pragmatic Farmers topics.*

- 09/13 Ride-a-long at Fair Oaks Farms – Chopping silage, semi trips to unload (NPM)

## 2. 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.*

- 09/09 Indiana Climate Smart Ag (D)
- 09/28 Southern Indiana Sentinel Landscape program (D)

## 3. Presentations

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

- 09/01 – Soil Health Field Day, Loughmiller Farms Brazil, IN “Soil Health Pit and Demonstrations (35 attendees)
- 09/07 – AGRY 105, Beck Center West Lafayette, IN “Soil Health Demonstrations and Tillage” (68 attendees)
- 09/14 – Soil Health: Debunking Farm Myths, South Whitley, “Soil Health and More” (37 attendees)
- 09/29 – Soil Health Tour Wrap-Up, Paulding, OH, “Looking at 2022 with a Soil Health Lens” (18 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:

- 09/01 Clay County Workshop; ~50 attendees. CRP covered by FSA
- 09/07 Roemke Field Day; 200 attendees
- 09/07 AGRY 105 / Soil Health Diagnostics; 68 attendees
- 09/14 Eel River Watershed
- 09/28 Porter County
- 09/29 WLEB Soil Health Tour Wrap (Paulding, OH); 18 attendees

Workshops in Progress:

- 11/03-04 – Sand County Foundation Watershed Partnerships
- 11/05 Newton County Field Day
- 11/10 Dubois County Economic Forum
- 11/16 ANR Retreat
- 12/01 Parke/Vermillion Field Day
- 12/02 Hancock County PARP
- 12/08 Newton County PARP
- 12/15 Indiana Master Naturalist Program
- 12/16 Posey/Gibson PARP
- December 2022 – Parke-Vermillion Event (reschedule)
- Jan/Feb Regional Soil Health Workshop, Salem
- Jan/Feb German American Bank Lunch-n-Learn for Ag Lenders
- Late spring 2023 Brown County/Lake Monroe Watershed Field Day/Workshop
- Late summer/early fall Lawrence County Soil Health Field Day
- 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:*

- 09/08 WLEB Technical Training for Conservation Staff; 30 attendees

*Trainings in Progress:*

- 09/08 WLEB Technical Training for Staff
- 10/25-26 Byron Seeds Dealer Training (with Barry Fisher)
- 02/28/23 CCSI-SARE Foundational Soil Health
- 04/04, 18, 25 (virtual) 04/11 (in-person) CCSI-SARE Core Soil Health Series
- 06/24-29 Soil Health and Sustainability for Midwestern Field Staff (3-Day Soil Health)
- Soil Health Signature Program Curriculum Development
- Soil Health PARP Regulatory Topic 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:*

- 09/08 CCSI-SARE-NWF Grow More (Selling Conservation) Pilot; 25 attendees
- 2022 SARE PDP – Cover Crop in Vegetable Production – PAC Demonstrations

*Trainings in Progress:*

- 2023 Expanded CCSI-SARE-NWF Grow More (Selling Conservation) Training rollout

## 4. Messaging to/from Local Level Partnerships

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

- 09/06 - District Staff Meeting, Corydon (SPM)
- 09/07 Samantha Fazekas, Jasper Co SWCD (NPM)
- 09/07 – ANR Monthly Update, Virtual (A)
- 09/20 – SSCB (D)
- 09/22 - SW NRCS Soil Health Team, Vincennes (A)
- 09/26 – Purdue Extension Agronomy Meeting, Virtual
- 09/26 – CCSI Regional Teleconferences (all)
- 09/27 – NW NRCS Area Meeting (NPM)
- 09/30 – Stephan Miller, Clinton Co SWCD (NPM)

## 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.*

- August 1 – Events Newsletter; 2423 delivered, 660 opened, 129 follow through
- August 15 – Events Newsletter; 2218 delivered, 724 opened, 130 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
  - Denise Greer Jamerson and John Jamerson - From an Historic Black Farming Community to Teaching about Food and Ag in Underserved Communities <https://ccsin.info/LTOG>
  - (Upcoming) Jon Lundgren Ecdysis + Pat Bittner (Vanderburgh Co Farmer) – Insect apocalypse; Positive effects of soil health systems for beneficial insects
  - (Upcoming) Hans Schmitz, CCSI/Purdue Extension, and Austin Pearson, Midwest Regional Climate Center/Purdue Extension – Climate, Weather, and Soil Health
- Social Media
  - Twitter: 45 tweets, 11.1K impressions; 17 mentions, 1259 profile visits, 6 new followers.
  - Facebook: 47 posts, 4.1K reach
    - 09/02 Clay County Field Day, 124 reached
    - 09/01 Clay County Field Day Soil Health Trailer, 190 reached
    - 09/01 Clay County Soil Health Field Day CCSI yard sign, 150 reached
    - 9/7 – Post from Porter County field day – 160 reach, 1 share
    - 9/7 – Hans Kok speaking at Porter County field day – 194 reach, 1 share
    - 9/13 – Chopping silage video – 57 reach
    - 9/13 – Chopping silage video 2 – 123 reach
    - 9/14 – Hans Schmitz speaking at Upper Middle Eel workshop – 170 reach, 1 share
    - 9/14 – Derek Thompson speaking at Upper Middle Eel – 161 reach, 1 share
    - 9/23 – Share Farm Progress article with Brandt/Wenning/Steinlage – 1,589 reach, 9 shares
    - 9/23 – Share Newton County 11/5 field day post – 37 reach
    - 9/27 – Share Hoosier Ag Today Hotline for Mental Health post – 22 reach
- Autumn Seasonal Outlook – State Climate Office at <https://ccsin.info/3Tdkc0g>
- Website 319 users/ 392 sessions

Materials in Progress:

- Before You Sign: Seven Tips for Carbon Markets
- Adaptation of The Root Project to PowerPoint slides for download
- CCSI and Partnerships, ISA and Purdue Extension (interview)

#### **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**

##### **Other**

- Participated in grant development for \$11.5 million worth of potential funding and associated with an additional \$1.5 million proposal for climate-related projects. (A)
- 09/21 IASWCD Staff Retreat, Noblesville (All)
- 2023-24 “Soil Health Track” for Indiana SARE Professional Development Program budget completed and submitted.
- Event Planner Guide reviewed and updated
- CCSI Strategic Plan Update: In-person meeting scheduled for late November