



## General Report February 2019

### Highlights

- Participated in 22 events, 386 attendees; 14 Soil Health events in progress
- 11 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)
- For the 28 days ending 3/5, Twitter outreach 52,700 impressions. 30-35K is more typical for a full month.
- Podcast with Rick Clark over 7000 Twitter impressions alone as of 3/5
- Phil Needham/Barry Fisher podcasts on equipment set-up in process of approval by NRCS for Barry's participation.

### 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*

#### 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.*

- INfield Advantage Winter Meetings – Technical / Discussion Support, Use as listening session.
  - 2/12 – Group Meeting, Rochester (A)
  - 2/12 – Group Meeting, Urbana (A)
  - 2/13 – Group Meeting, Columbia City (NPM)
  - 2/13 – Group Meeting, Decatur (A)
  - 2/14 - Group Meeting, Woodburn (A)
  - 2/14 – Group Meeting, Pierceton (NPM)
  - 2/15 – Group Meeting, LaGrange (NPM)
  - 2/19 – Group Meeting, Manilla (SPM)
  - 2/20 – Group Meeting, Scottsburg (SPM)
  - 2/20 – Group Meeting, Salem (SPM)
  - 2/21 – Group Meeting, Greensburg (SPM)
  - 2/22 – Group Meeting, Crawfordsville (A)
  - 2/22 – Group Meeting, Attica (A)
  - 2/26 – Group Meeting, Muncie (NPM)
  - 2/27 – Group Meeting, Noblesville (NPM)
  - 2/27 – Group Meeting, Lebanon (NPM)
  - 2/28 – Group Meeting, Franklin (NPM)

### 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.*

- 2/1 – Equipment Set-up for Soil Health, Phil Needham keynote; Directed outreach to area equipment dealerships.
- 2/18 – Land-o-Lakes – Truterra Engine Demo (A)
- 2/26 – Indiana University School of Public and Environmental Affairs – Guest Lecturer (A)

## 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*

- Workshop Support (February Workshops)
  - i. 2/1 – Equipment Set-up for Soil Health, feat. Phil Needham, Frankfort. 32 attendees (NPM)
  - ii. 2/6 – Farming for the Future PARP workshop, feat. Melissa Widhalm (Purdue Climate), Dan Childs, Shaun Casteel, Bob Yoder. 53 attendees (NPM)
  - iii. 2/7 - TWF/Kosciusko Farmer Breakfast, feat. Rick Clark. 41 attendees (NPM)
- Workshops in Progress
  - i. 3/13 – Wabash SWCD Annual Meeting – secure speaker (NPM)
  - ii. 3/13 – Managing for Soil Health, Frankfort – promotional support, post-event survey support (NPM)
  - iii. 3/21 – Conservation Focus Workshop, Wayne Co – secured speaker (SPM)
  - iv. 4/5 – Illinois-Indiana Bison Assn Spring Conference – Promotional and logistical support (NPM)
  - v. 4/9 – Knox Co Pollinators & Soil Health in Melon Production – small group discussion, led by Knox SWCD – secure guest speaker (D)
  - vi. 4/9 – Roundtable, led by local farmer – secure guest speaker (D)
  - vii. 4/10 – Byron Seed Spring Meeting – secure speaker (D)
  - viii. 4/11-12 – Mid Southern Ag Summit – planning support (SPM)
  - ix. 5/18 Steve Groff Dearborn Co – materials support (SPM)
  - 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 (SPM)
  - xiii. August – cover crop field day, Scottsburg – planning support (SPM)

### 2. Consistent Soil Health Messaging

*Foundational Soil Health Trainings*

- Complete:
  - i. 2/7 – Basics of Soil Health, West Lafayette, 9 attendees
- 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
  - ii. 5/9 – Presentation and Media Skills with Fred Whitford and Ag Media
  - iii. 5/17 – Advanced Soil Health Systems – No-till/Cover Crop Pumpkin Production Focus, with Steve Groff
  - iv. June 3-5 – 3-Day Soil Health Training
  - v. June – Hoosier Chapter SWCS training, focus on planting green.
  - vi. July – Advanced Soil Health Systems, 4 events focused on equipment set-up and modifications.

### 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*

- District Technical Support / Visits
  - i. 2/13 SE NRCS Area Meeting (SPM)
  - ii. 2/27 SW NRCS Area Meeting (D, SPM)
  - iii. Continued participation in Purdue Agronomy Extension meetings (A)
  - iv. See INFA meetings, above
- Survey deployed to identify best type and frequency of visits, information sharing.

## **G3. General CCSI Outreach / Communication**

### 1. Marketing Campaign / Strategies

- 2/5 Survey deployed to ICP staff re communications types, understanding of CCSI services and tools, forms of support needed.
- 2/7 ICP Communications Planning w/ NRCS, IASWCD, ISDA, W4tL (D, Comm Contractor)

### 2. Soil Health Messaging

- Press Release: 2/21 Perdue Farms Grant
- Soil Health Podcast with Hoosier Ag Today
  - i. Rick Clark – ASA Conservation Legacy Award winner – over 7000 Twitter impressions alone as of 3/5
  - ii. Equipment set-up and modifications with Phil Needham and Barry Fisher awaiting NRCS approval
- Soil Health Events Newsletters
  - i. 2/6 – Soil Health Events - 1038 delivered; 25.3% open rate (20.9% industry ave); 5.8% click rate (1.9% industry average)
  - ii. 2/21 – Soil Health Events - 1048 delivered; 18.1% open rate (20.9% industry ave); 4.5% click rate (1.9% industry average)
- Social Media
  - i. Twitter: 69 tweets; 38.4K impressions; 9 new followers
  - ii. Facebook: 6,308 reach; 12,271 impressions
  - iii. Instagram: 6 posts, 56 followers

- Draft Articles for Public Media
  - i. Conquest of the Land – elevated to National NRCS for review and potential “push”
  - ii. Olive Production and Cover Crops / Pollinator Protection (Hoosier Chapter SWCS)

#### **G4. Research**

##### **1. Current Obligations**

- Continued data management coordination (A)

#### **G5. Funding**

#### **General Organization**

- Staff Professional Development:
  - Draft Job Description for Purdue Conservation Agronomist completed
  - National Farm Machinery Show (D, SPM)