

Highlights

2021 Core Soil Health Trainings

As in 2020, the CCSI-SARE Core Soil Health Systems and Core Cover Crops Trainings have been combined into a series of 3 virtual sessions. And as in 2020, registration is very strong.

Lower Salamonie / Huntington County Virtual Workshop

Assisted with speakers, technical support for virtual platform; 65 attendees

2021 CCSI Webinar and Virtual Shop Visits

Very well received, especially the Virtual Shop Visits. Virtual Shop Visits are broadcast live around equipment and interspersed with supportive imagery and/or video.

- February 2 (Virtual Shop Visit) AJ Adkins, NTM Ag/Dawn Equipment “Planter Modifications for Different Planting Conditions”; 96 registrants, 52 live attendees, 75 video views
- February 16 (Webinar) Rodney Rulon “So... you want me to change how I farm?”; 194 registrants, 101 live attendees, 52 video views

Carbon Market Forum

More info at <https://ilsustainableag.org/ecomarkets/>

- Led by American Farmland Trust, the organizing partners represented a wide swath of organizations from IL, IN, and IA
- February 12 Virtual Panel of representatives from IndigoAg, Nori, Ecosystems Carbon Market, and Soil and Water Outcomes to present and contrast their individual C Market platforms
- 1061 live attendees + 520 recording views
- Over 600+ questions submitted with registration; 240 questions submitted during event

G1. Farmer Engagement and Involvement

• 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.

- February 26 Ray McCormick
- February 26 Mark Anson

• 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)

- February 10 – Popcorn Producer (A)

• 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.

- February 22, 25, March 1, 4 - (Virtual) Advanced Soil Health Training for Ag Retail with TNC; 20 – 25 attendees per session

- **Presentations**

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

- February 3 – (Virtual) IHC Commercial Vegetable Growers Webinar Series “No-till Planter Setup Case Studies” 206 attendees (A)
- February 4 – (Virtual) Lower Salomonie Watershed Field Day “Basic Soil Health Principles”; 38 attendees (A)
- February 22 – (Virtual) TNC Advanced Soil Health Trainings for Ag Retailers “Soil Health Demonstrations”; 25 attendees (A)
- February 22 – IN PERSON Wabash County Adult Farmer Class “Soil Health and Diagnostics”; 16 attendees (A)
- February 24 (Virtual) Indiana Hort Congress Commercial Vegetable Growers Webinar Series “Soil Health Diagnostics”; 168 attendees (A)
- February 25 - (Virtual) TNC Advanced Soil Health Trainings for Ag Retailers “Soil Health Planning Principles”; 25 attendees (A)

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)

Workshops Completed

- February 2 (Virtual Shop Visit) AJ Adkins, NTM Ag/Dawn Equipment “Planter Modifications for Different Planting Conditions”; 96 registrants, 52 live attendees, 75 video views
- February 3, 10, 17, 24 – (Virtual) VUJC Land Stewardship Initiative; 7 – 20
- February 4 – (Virtual) Lower Salomonie Watershed Field Day
- February 10 – Howard/Tipton SWCD with Dr. Kris Nichols; 40 attendees
- February 12 (Virtual) – Carbon and Ecosystems Markets with American Farmland Trust; 1061 live attendees + 520 recording views
- February 16 (Webinar) Rodney Rulon “So... you want me to change how I farm?”; 194 registrants, 101 live attendees, 52 video views
- February 17 (Virtual) Howard/Tipton County Workshop with Rodney Rulon and Shalamar Armstrong; 35 attendees
- February 22, 25, March 1, 4 - (Virtual) Advanced Soil Health Training for Ag Retail with TNC; 20 – 25 attendees per session
- February 25 – W4TL Steering Committee (Virtual) (SPM, NPM)

Workshops Cancelled

- February 2 – Southern Region Soil Health Workshop
- February 21 – (In-Person) Howard/Tipton County Workshop

Workshops in Progress:

- 2021 CCSI Webinar and Virtual Shop/Field Visit Series
 - March 16 (Virtual Farm Visit) John Pike, Pike Ag “Precision Cover Cropping for Biostrip-till”
 - April (Virtual Farm / Lab Visits) – Coordinating with a variety of potential guests, including David Brandt, Steve Groff, and Dr. Ray Weil.
- March 2 (Virtual Shop Visit) Carter Morgan, Parke-Vermillion SWCD “Plan A (B, C, and D) for Planting Green”
- March 4-6 (Virtual) Indiana Small Farm Conference
- March 2 – IN PERSON Warrick County Breakfast
- March 13 IN PERSON Orange Co Beginning Farmer Breakfast
- March 24 (Hybrid) Boone County Cover Crop Field Day
- April 2021 – Upper Wabash Drainage Water Management Workshop
- 2021 Clay Co Soil Health Field Day (tentative)
- November 2021 – Spencer/Perry Workshop with Rick Clark and Wayne Fredericks
- November 2021 – Regional Ag Forum; Posey Count
- Daviess Co – Soil Health Field Day, TBD 2021
- Vigo Co Small Farm Program – TBD
- December 10, 2021 Howard-Tipton County SWCD with Dr. Kris Nichols

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

Trainings in Progress:

- 2021 Soil Health Training Curriculum / Adaptation Planning
- March 11, 18, 25 – CCSI-SARE Core Soil Health Training Series
- August 31-Sept 2 – “3-Day Soil Health Training”
- Purdue Extension Soil Health Signature Program (A)
- Soil Health Nexus website development and review (A)
- TNC/NRCS/CCSI Soil Health Lab Manual (A)
- September 2021 Soil Health Nexus In-Service (A)
- Purdue Extension Soil Health Signature Program Development (D)
- 2021 SARE PDP – Cover Crop in Vegetable Production – PAC Demonstrations

3. Professional Development Opportunities

Annual Target: Outlined in fall with training team.

Advanced Soil Health Trainings / Applied Soil Health Knowledge and Skills

Trainings in Progress:

- 2021 Soil Health Training Curriculum / Adaptation Planning

4. Messaging to/from Local Level Partnerships

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

- February 2 – NW Soil Health Team Meeting (NPM)

- February 5 - Virtual meet with Shelby, Warrick SWCD, to discuss needs for farmer breakfast. (SPM)
- February 19 – IASWCD Board (D)
- February 22 – Agronomy Extension Group Meeting (D)
- February 23 – CCSI SE Regional Teleconference (D, NPM, SPM, A)
- February 23 – CCSI SW Regional Teleconference (D, NPM, SPM, A)
- February 24 – CCSI NE Regional Teleconference (D, NPM, SPM)
- February 23 – CCSI NW Regional Teleconference (D, NPM, SPM)
- February 25 – Upper Wabash Virtual Event Planning (NPM)
- February 25 – W4tL Steering Committee (NPM, SPM)

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.

- January 28 - Soil Health News and Events Newsletter; 1240 delivered, 529 opened (43%), 144 click rate (12%)
- February 15 - Soil Health News and Events Newsletter; 1241 delivered, 513 opened (41%), 126 click rate (10%)
- February 15 - Soil Health News and Events Newsletter; 1241 delivered, 513 opened (41%), 126 click rate (10%)
- February 19 – Recording Available 212 delivered, 105 opened (50%), 44 clicked (21%)
- February 22 – Recording Available – 212 delivered, 83 opened (39%) 28 clicked (13%)
- February 22 – Recording Available –88 delivered, 35 opened (40%), 10 clicked (11%)
- February 19 – Recording Available – 174 delivered, 74 opened (43%), 21 clicked (12%)
- February 25 - Soil Health News and Events Newsletter; 871 delivered, 385 opened (44%), 94 click rate (11%)

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:

- Videos:
 - (Virtual Shop Visit) Paul Jasa, UNL “Planter Set-up for High Residue Situations” 149 video views
 - (Virtual Shop Visit) AJ Adkins, NTM Ag/Dawn Equipment “Planter Modifications for Different Planting Conditions” 75 video views
 - (Webinar) Rodney Rulon “So... you want me to change how I farm?” 52 video views
- Podcasts:
 - Soil Health Economics and Communicating with Ag Lenders with Ken Rulon and Keith Berns
 - Cover Crops and Soil Health in Sweet Corn Production
- Blogs
 - Sweet Corn Charlie – Podcast Supplement (NPM)

- Core Cover Crops and Soil Health Trainings (SPM)
- Social Media
 - February Twitter:
 - 23 Tweets, 29.1K impressions, 7 mentions, 693 profile visits, 7 new followers.
 - Webinar Ads: 12,591 impressions; 753 engagements (5.98% rate)
 - February Facebook:
 - 23,607 reach, 28,270 impressions
 - Webinar Ads: 17,247 reach; 174 responses
- Website
 - February 554 users / 778 sessions

Materials in Progress:

- Cover Crops in Tomato Production Blog
- No-Till Pumpkin planting; follow up video and still footage.
- Sweet corn planter testing
- Adaptation of graphics to yard signs for download
- Adaptation of The Root Project to PowerPoint slides for download

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)
- Support – No-till Pumpkin and Sweet Corn in Cover Crops (Maynard)

G5. Funding

- EPA Farmer to Farmer Mentoring Grant-not awarded
- Corporate sponsorship in Virtual Shop Visit / Webinar and Podcasts

OTHER

- Professional Development
 - ACI EPLP 2/3 Statehouse Meeting (A)
- Steuben Co SWCD Staff Assistance – help understanding and using virtual platforms for Annual Meeting needs (NPM)
- Virtual Field Day Kit to Barry Fisher to record demonstrations, etc
- NC SARE AGree Program Advisory Committee (D)