

Highlights

FarmAdvisors – Farmer to Farmer Mentoring Program

Indiana Soybean Alliance / Indiana Corn Marketing Council boards formalized fiscal sponsorship for FarmAdvisors. In addition, Madeline Williams, Sustainability + Value Creation Program Manager will dedicate 50% of her time to supporting the program. ICMC/ISA will be working with the FarmAdvisors Board to further refine the budget and program growth plans. In addition, PepsiCo has offered to fund \$100K in “gap” funding to the program.

Farmers Cameron Mills and Dan DeSutter will be leading both the Mentor Vetting and Mentee Matching Committees. Board Chair Rodney Rulon has reconvened the 6-person group who developed a business plan outline during planting season. Their Administration Committee will flesh out the business plan.

G1. Farmer Engagement and Involvement

1. Innovative and Visionary Farmers

Quarterly Target: 1 ride-a-long, shop visit, or other (Each – CCSI-POTF, Program Manager)

Listening sessions with Innovative and Visionary Farmers. Use to help identify needed field day and training topics.

- 12/03 Dillon and Daymon DeSutter (A)
- 12/04 Matt Lorenz (D)
- 12/09 Jamie Scot
- 12/18-19 Jay and Chris Brandt (SWPM)

2. 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 – CCSI-POTF, Program Manager)

- 12/12 Joe McCutchen

3. Farmer Influencers

Quarterly Targets: 1 LLP per region adding an influencer to their outreach planning team or board. (Each - NPM, SPM)

- 11/12 Barry Fisher (D)

4. Presentations

Quarterly Targets: Average of 3 soil health presentations or demonstrations. (CCSI-POTF)

- 12/06 Rensselaer Ag Business Class “My Career Path in Ag”, 12 attendees (A)
- 12/09 Starke County PARP “Preparing for Next Year’s Cover Crop”, 25 attendees (A)
- 12/11 Howard County PARP – UAV Technology, 100 attendees (DA)
- 12/11 Institute for Digital and Advanced Ag Systems “Advancing Digital Technology Revolution”, 100 attendees

- 12/13 Montgomery County PARP with Halderman Group “Preparing for Next Year’s Cover Crop”, 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

- 12/01 XAG at the Corn Innovation Center – sprayer/applicator drone technology (DA Host)
- 12/4-5 Purdue Extension Professional Development Conference
- 12/6 Newton County PARP
- 12/4-5 Purdue Extension Professional Development Conference
- 12/6 Rensselaer Ag Business Class, 12 attendees
- 12/6 Newton County PARP, 75 attendees
- 12/9 Starke County PARP, 25 attendees
- 12/11 Tippecanoe County PARP
- 12/13 Montgomery County PARP with the Halderman Group, 25 attendees
- 12/17-18 Indiana CCA Conference, 300 attendees

Workshops in Progress:

- 1/10/25(?) Dollars and Cents of Soil Health, Clay County
- 01/31 and 02/01/25 Northern Indiana Grazing Conference
- 2/3/25 Washington County SWCD Annual Meeting
- 2/4/25 Regional Soil Health Workshop, Salem
- 2/19 Lake County SWCD / Extension Breakfast
- 02/19 Purdue Organic Field Crop Workshop, Lafayette
- 02/25 Lake County SWCD / Extension Breakfast
- February – Knox County Breakfast
- February – Soil Health Signature Program – Putnam, Clay, Owen Counties
- 3/1 – Jennings County SWCD Annual Meeting
- 03/04 – Warrick County Breakfast
- 03/06 – Posey County Breakfast
- 03/08 Monroe County Event
- March – Floyd County Pasture Field Day
- 4/24-25 Indiana Extension Educators Association Spring Conference
- Spring – Greene County – Drill set up/ maintenance/ multi species planting to go along with the new drill they will purchase with CWI funds
- 2025 Dearborn County Women’s Learning Circle
- 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

- 12/4-5 – Purdue Extension Professional Development Conference

Trainings in Progress:

- 02/25/25 CCSI-SARE Intro to Soil Health 9:00-12:00 Eastern; Virtual
- 04/01, 08, 15, 22 O 04/08, 15, 22, 29 CCSI-SARE Fundamentals of Soil Health; 1st, 2nd, 4th session virtual; 3rd session in person at the Beck Ag Center, W Lafayette
- 06/09-12 Soil Health and Sustainability for Midwestern Field Staff (3-1/2 Day Soil Health) Training; Beck Ag Center, W Lafayette
- Video development on collecting soils for soil health demonstrations
- Soil Health Scouting Modules
- Soil Health PARP Regulatory Topic Development

Professional Development Opportunities

Annual Target: Outlined in fall with training team.

Advanced Soil Health Trainings / Applied Soil Health Knowledge and Skills

Completed Trainings:

Trainings in Progress

- Winter 2025 – CCSI-SARE Engaging New Audiences
- July 2025 – CCSI-SARE Continuing Soil Health Education – Equipment
- July 2025 – CCSI-SARE Conservation Drainage

4. Messaging to/from Local Level Partnerships

Monthly Targets: 2-3 LLP visits. 1 Teleconference / Region (Each - NWPM, NEPM, SWPM, SEPM)

- 12/03 Whitley Co SWCD (NEPM)
- 12/03 Indiana Soybean Alliance and PepsiCo
- 12/04-5 Purdue Extension Professional Development Conference (A, DA)
- 12/05 Conservation Tillage and Water Quality Symposium (NEPM)
- 12/05 Vanderburgh SWCD (SWPM)
- 12/05 Warrick County SWCD (SWPM)
- 12/06 NSW IDEA (SWPM)
- 12/06 POTF Coordinator (D)
- 12/09 VUJC Land Stewardship Initiative 2025 wrap-up (SWPM)
- 12/10 4H Advisory Board (DA)
- 12/10 NW NRCS Area Meeting (NWPM)
- 12/11 SE NRCS Area Meeting (SEPM)
- 12/13 IASWCD Board of Directors (D)

G3. General CCSI Outreach / Communication

1. Marketing and Messaging

Quarterly Targets: 3 Podcasts; 6 Newsletters; Use social networks and other media tools to deliver soil health messaging and information.

Completed Materials:

- Website: 837 sessions, 726 unique visitors
- Facebook: 592 visits, 261 reach, 30 countries

Completed Materials:

Materials in Progress:

- Regulatory Pesticide Considerations for Soil Health Systems, by Hans Schmitz, Ann Kline, Mathias Ingle, Ashley Adair, and Matt Pearson, OISC – PARP Regulatory Topic in draft status
- Cover Crop Termination Study Materials
- Planter types / parts video
- No-Till Drill video
- Soil Health Scouting Materials
- Soil Health Curriculum for NEXXUS project
- Weather Station Data and Cover Crop Winter Kill
- Nitrogen Use Tool

G4. Research

Quarterly Targets: None

CCSI no longer leads research projects; CCSI provides connectivity between researchers and cooperators; potential research needs.

- Support – Purdue University NIFA – Empowering Indiana’s Organic Farmers – Assessing Regional and Farm Scale Soil Health with a Farmer Network (Rui)
- Purdue Weed Science / POTF – UAV Applications of Herbicides
- Support - SDSU and Pork Board – 5-year study with swine manure and effects of soil health on continuous corn
- POTF – Winter Kill and Injury to Cover Crops

OTHER

Professional Development (*Training for CCSI Staff, Certifications*)

- 12/04 – Program Manager Huddle – Certifier App uses
- Google Digital Analytics Certificate Program (DA)
- Completion of Offshoots “Engaging New Audiences” Certification (SEPM)

SEPM: Lead and Southeast Program Manager

SWPM: Southwest Program Manager

NWPM: Northwest Program Manager

NEPM: Northeast Program Manager

A: Soil Health/Agronomic Specialist

DA: Soil Health/Digital Ag Specialist

D: Director