



# General Report **September 2018**

## Highlights

- Program Manager:
  - 9/1 – Trisha McClain start
  - 9/18 – Brucker move to Greensburg Field Office
  
- Workshops and Trainings
  - Soil Health for Organic Transition, Klaas Martens Keynote; 80 attendees – most new to soil health events. Very good feedback
  - Advanced Cover Crops – 2 ISDA, 3 Extension, 11 SWCD, 42 NRCS, 3 agronomists/farmers
  - Live Grazing and Cover Crops- Great feedback on content, organization; 80 attendees, some from over 1 hour away.

## G1. Farmer Engagement and Involvement

### 1. Innovative and Visionary Farmers

- Sept 6 – Mike Shuter Soil Health for Organic Transition workshop; Klaas Martens Keynote (D, NPM, SPM, A) – Very Good feedback
  - Soil Health Partnership, Madison Co SWCD partners
  - Speakers / Stations:
    1. Klaas Martens and Mike Shuter (General Organic/Soil Health)
    2. Dan DeSutter, Rick Clark (Organic Transition)
    3. Joe Rorick, Jason Ackerson (Soil Health Demos)
  - The most intimidating farmer panel ever– Klaas Martens, Dan DeSutter, Rick Clark, Mike Shuter (D facilitating)
  - 80 Attendees – Most new to soil health events

### 2. Conservative and Pragmatic Farmers

- Indiana Ag Expo Demonstration and Seminar Planning (A)

### 3. Farmer Influencers

- Sept 20 – Active C for Soil and Water Conservation Course (A)
- Sept 20 – W4tL Learning Circle Facilitation (SPM)
- Dubois SWCD Lender Outreach program planning (cont) (A)

## G2. Local Level Partnership Support

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

- Sept 5 – Mike Werling Digging Deeper; 60 attendees; planning/speaker assistance (PM), Farmer Panel facilitation (D)
- Sept 6 – Mike Shuter Soil Health for Organic Transition (See G1/SP1 above)
- 9/24-25 – WLEB Science in Conservation meeting; summary support (D)
- Sept 27 – Live Grazing and Cover Crops Field Day
  - i. Pre-event with local lake management board

- ii. Speakers Susannah Hinds and Jamie Scott, John Scott (Purdue) provided drone coverage of cattle as turned out into warm season cover crop mix.
- iii. 80+ attendees; some from over an hour away.
- In Progress
  - i. Hoosier Chapter SWCS Fall Meeting (PM)
  - ii. 1/29 SE Annual Regional Soil Health Workshop (Salem) – secured speakers (D)
  - iii. 4/9-11 (dates may vary) – Steve Groff Byron Seed Field Day + 2 more events

## 2. Consistent Soil Health Messaging

- Indiana SARE Professional Development Plan – 2019-20 plan of work for soil health track (D, A)
- 9/24-25 Advanced Cover Crops Training; 2 ISDA, 3 Extension, 11 SWCD, 42 NRCS, 3 agronomists/farmers

## 3. Professional Development Opportunities

### 4. Messaging to/from Local Level Partnerships

- Draft survey to determine/evaluate best tools for partners and preferred methods of communication (revamp regional teleconferences) NPM
- District Technical Support / LLP Visits
  - i. 9/10 Pulaski SWCD (NPM, SPM)
  - ii. 9/17 Tipton SWCD (NPM)

## G3. General CCSI Outreach / Communication

### 1. Marketing Campaign / Strategies

- Press Release – Live Grazing and Cover Crop Field Day
- Interview with WFYI on soil health in IN (A)

### 2. Soil Health Messaging

- Soil Health Podcast with Hoosier Ag Today
  - i. Topic: Cover crops as tool to combat fall emerged weeds
  - ii. Guests: Mike Brocksmith, farmer and Betsy Bower, Ceres Crop Solutions Agronomist
- Soil Health Tech Notes – meeting w/ NRCS (9/17, 19) to update TNs (A)
- Soil Health Events Newsletters
  - i. 9/9 – 1054 delivered; 19.9% open rate(19.9% industry average); 6.4% click rate (2.0 % industry average)
  - ii. 9/19 – 1056 delivered; 23.1% open rate (19.9% industry average); 6.1% click rate (2.0 % industry average)
- Social Media
  - i. Twitter: 72 tweets; 20.1K impressions; 13 new followers
  - ii. Facebook: 5,242 reach; 8349 impressions

## G4. Research

1. Current Obligations
2. Action Plan
3. Vetting System
4. Other

## **G5. Funding**

### **1. Budget Development**

### **2. Capital Structure Plan**

### **3. Funding Model –**

- SSCB Approved CWI application for Agronomist and Director support
- TMMI grant application not approved

## **General Organization**

- Professional Development:
  - CCA Sustainability Certification attained (A)