

MCCC Conference

Lisa Holscher, CCSI

Jamie Scott, Scott Seeds / JAS Farms

15 March 2017



Conservation Cropping Systems Initiative – *Advancing Soil Health Systems*

**Indiana FARMERS ARE
PLANTING COVER CROPS
AS PART OF THEIR
MANAGEMENT DECISIONS
WITH TECHNICAL
ASSISTANCE - NOT RELYING
ON PROGRAMS
= SUCCESS!**

All Cover Crops
= 1,111,000
acres

~ 5 X

228,400
acres in
Programs

CCSI



WHAT is CCSI?

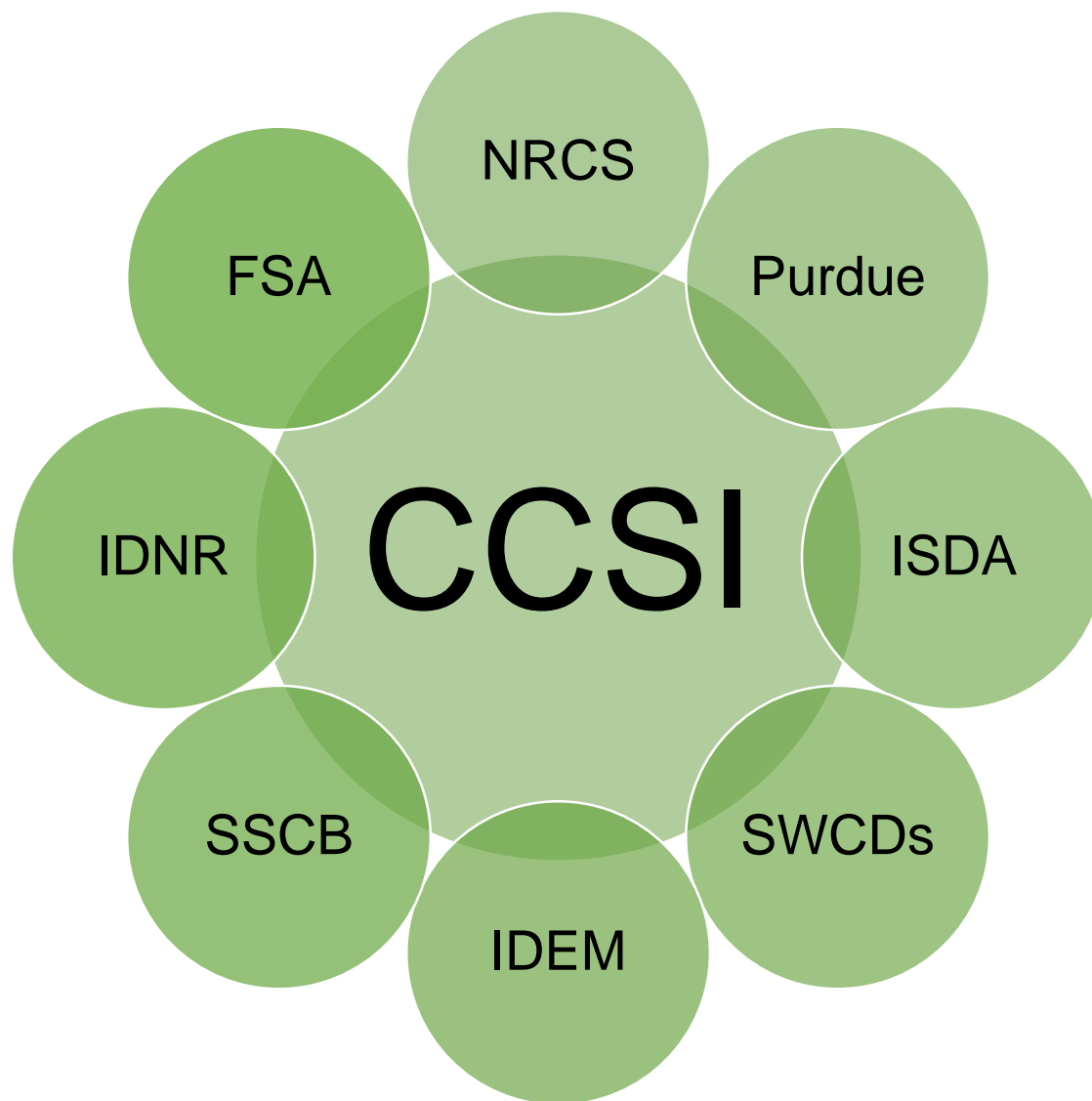
How is it Funded?



Conservation Cropping Systems Initiative – *Advancing Soil Health Systems*

Project Year	What it Funded	Total Project Costs	Partner 1	Partner 2	Partner 3
Sept 2010 Dec 2011	1-1/2 FTE Technical	\$180,663	\$90,316 Indiana NRCS	\$90,316 CWI	\$10,000 TNC (videos)
Sept 2011 Dec 2012	1-1/2 FTE Technical 2 WQ monitoring site equip. CCAs	\$433,335	325,001 Indiana NRCS	\$89,000 CWI	\$19,333.92 IASWCD, ISDA, others (in-kind)
Sept 2012 Aug 2014	1-1/2 FTE Technical	\$355,646	\$177,646 NWF	\$178,000 CWI	
Sept 2012 Aug 2015	Project Manager Sampling & Analysis Trainers 17 Research sites Case Studies, Public Report	\$1,795,759	\$834,088 National NRCS	\$140,000 ISDA (not CWI)	\$124,000 Indiana Corn/Soy \$697,671 Purdue + other partners (in-kind)
Sept 2014 Sept 2018	Urban Soil Health Specialist Program Manager Conservation Agronomist Technical Speakers	\$884,332	450,999 Indiana NRCS	\$267,000 CWI	\$166,333 Marion SWCD, ISDA, and Others (Cash & in-kind)
June 2016 May 2019	Director Communications Manager	\$490,950	\$368,100 Indiana NRCS	\$75,000 CWI	\$47,850 IASWCD
Totals		\$4,013,105	\$2,246,153	\$839,317	Over \$1,065,188





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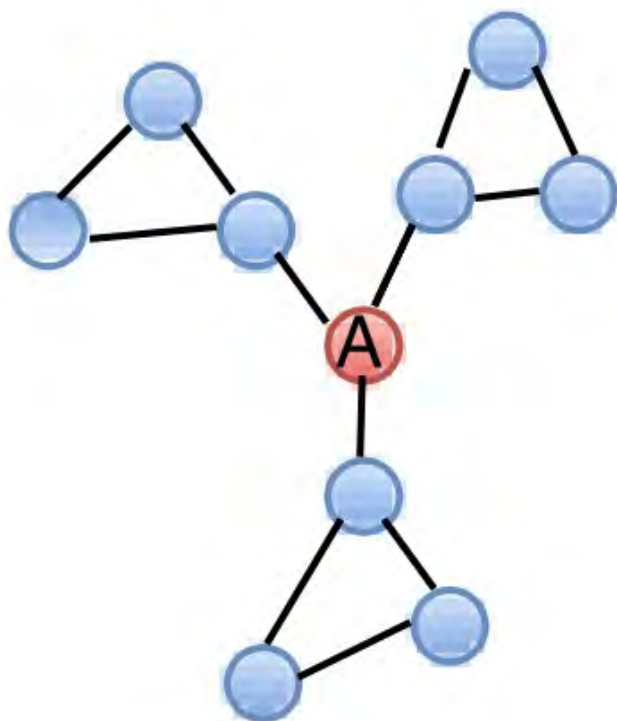


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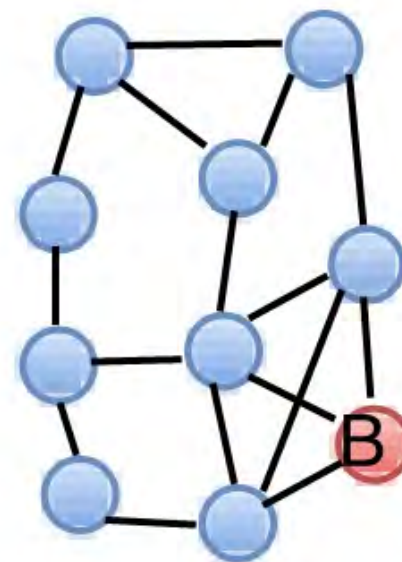


Source: LinkedIn

CCSI & Indiana



Many other groups



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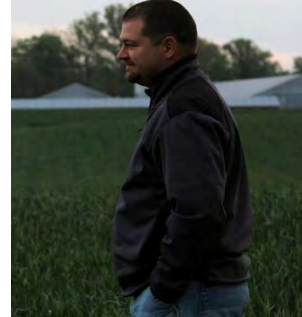


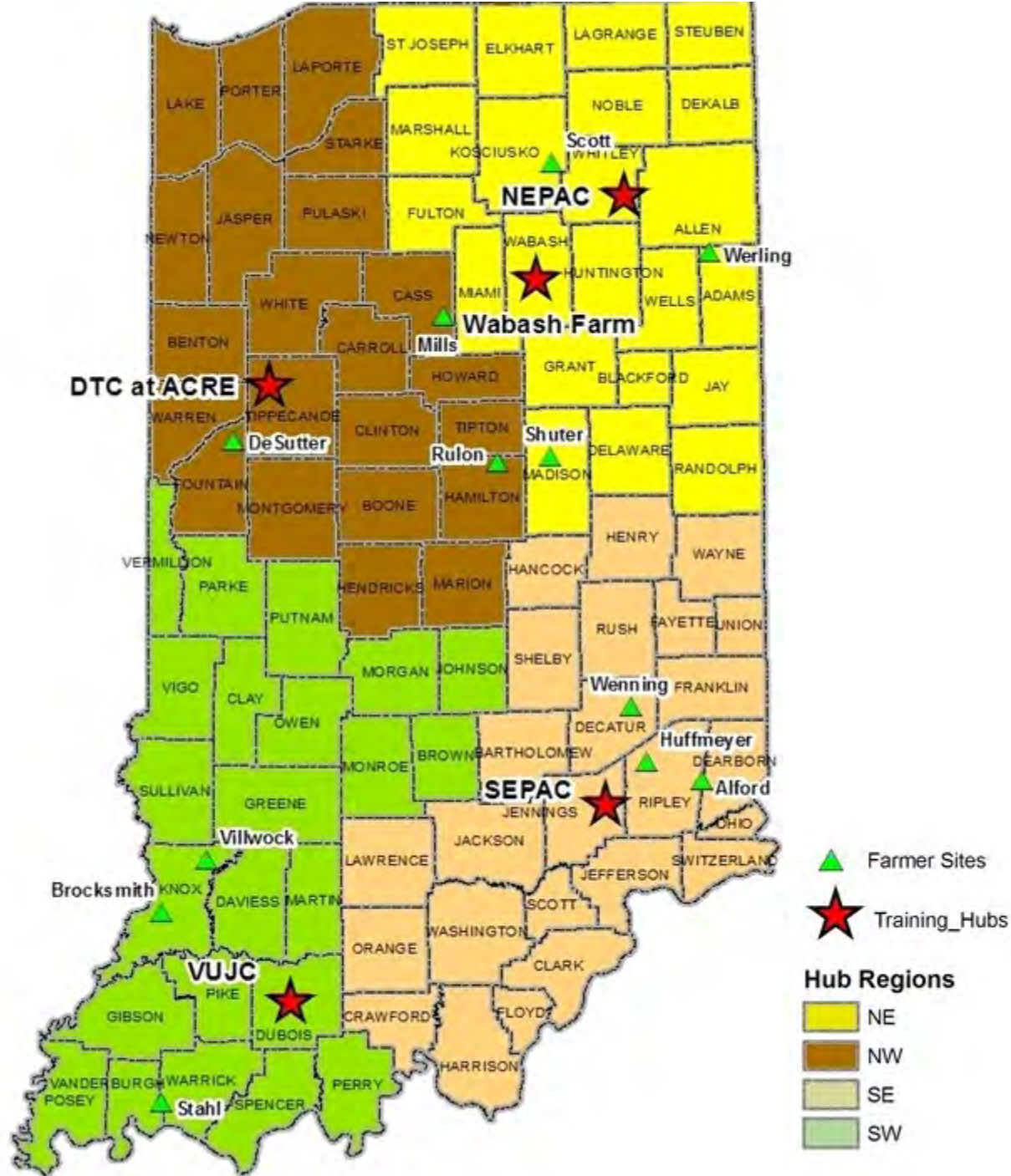
Conservation Cropping Systems Initiative – *Advancing Soil Health Systems*

Social Network / Social Capital

- Vertical Boundary Spanning / Bracing
- Horizontal Boundary Spanning
- Expertise Spanning
- Ideological Spanning







Workshops and Field Days

- since 2009

- Over 375 Workshops and Field Days since 2009 – reaching over 19,000 individuals
- 52 Staff Training and CCA Workshops impacting over 2250 staff and agricultural professionals



Workshops and Field Days

... 2016

- Material ly participated in 64 events, reaching over 3,000 farmers, landowners, staff, and ag professionals
- 8 SARE-CCSI Staff Training Workshops reaching 245 staff and ag professionals



More than “Standard” Field Days and Workshops

- Indiana CCA Conference
- Indiana Hort Congress
- National NoTill Conference
- Indiana TNC Board Meeting
- Webinars
- Live-Streaming



Workshops and Field Days

CCSI-SARE Train the Trainer Events

- Basics of Soil Health (odd years)
- Core Cover Crops
- Core Soil Health Systems
- Advanced Cover Crops (Commodity Crop Track)
- Advanced Cover Crops (Specialty Crop Track)
- Advanced Soil Health Systems (Commodity Crop Track)
- Advanced Soil Health Systems (Specialty Crop Track)
- 3 Day Soil Health Training (even years)
- NoTill Goof Plots
- Presentation and Media Skills



From: Conservation Cropping Systems Initiative <iaswcd@iaswcd.ccsend.com> on behalf of Conservation Cropping Systems Initiative <ccsi@iaswcd.org>
Sent: Wednesday, March 08, 2017 10:43 AM
To: Holscher, Lisa - NRCS-CD, Petersburg, IN
Subject: CCSE Soil Health Events Mar. 8

Having trouble viewing this email? [Click here](#)



Soil Health Events

Mar. 8 - May 2

Workshops and field days taking place in Indiana are listed below and are divided by [Soil Health Hub region](#), webinars and out-of-state.

To learn more about an event, click on the event's name.

These and many more events are listed on the CCSI [Soil Health Calendar](#).

This service is provided by the [Conservation Cropping Systems Initiative](#).

New Events

- NE - [Porter County SWCD Soil Health Field Day](#), Mar. 28, Kouts, IN
- SE - [Core Soil Health Systems](#), Apr. 11, Butlerville, IN
- SW - [Core Soil Health Systems](#), Apr. 13, Jasper, IN

Indiana Events

- SE - [24th Annual No-Till Breakfast](#), Mar. 9, Holton, IN
- SE - [Conservation Tillage Breakfast & Workshop](#), Mar. 11, Brookville, IN
- SW - [Soil Health Workshop](#), Mar. 16, Greencastle, IN



Healthy soil from a river bottom field in southern Indiana.

- NW - [Core Cover Crops](#), April 4, West Lafayette, IN
- NE - [Core Cover Crops](#), April 6, Columbia City, IN
- NW - [Indiana Forage Council Annual Meeting and Seminar](#), Mar. 20, Fishers, IN

Out of State Events

- [2017 Midwest Cover Crop Council Annual Meeting](#), March 15, Grand Rapids, MI

Webinars

- [Manure and Cover Crops](#), Mar. 9
- [Soil Health Economics: A Farmer's Perspective](#), Mar. 14
- [Soil Health for Non-Operating Land Owners](#), Apr. 11
- [Neonicotinoid Insecticides: Efficacy and Best Management Practices](#), Apr. 27

About CCSI

The Conservation Cropping Systems Initiative (CCSI) is a statewide project that works to connect and enhance soil health efforts in Indiana. Visit our [website](#), [Twitter](#), or [Facebook](#) for more information.

To have your event listed on the Soil Health Calendar, [contact your local Hub Team](#) or email ccsi@iaswcd.org.

The information contained here is by no means all inclusive of the information regarding the events listed. Detailed information may be obtained by following the included links and/or other resources.

[Join Our Mailing List!](#)

Indiana Association of Soil and Water Conservation Districts, 225 S. East St,
Suite 740, Indianapolis, IN 46202

[SafeUnsubscribe™](#) lisa.holscher@in.nacdn.net

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Partner Projects 2017

- Collaborative Communications Strategies
- Women 4 the Land
- Indiana Nutrient Management / Soil Health Task Force
- INField Advantage
- Vo-Ag Curriculum Development (Purdue Extension – SARE)
- Retailer Trainings (pilot)
- Indiana Water Resources Association
- SARE Professional Development Programming



A 321% Return On Investment

Ken, Roy, and Rodney Rulon - Arcadia, Indiana

One of the biggest challenges around cover crops is trying to calculate their value in dollars and cents. Ken, Roy and Rodney Rulon of Arcadia, Indiana, took that challenge head-on, determining that the cover crops on their 5,600-acre operation deliver back more than triple their investment.

“We’ve been able to confirm for ourselves the value of cover crops,” says Rodney. “We have fewer reservations about spending money on cover crops. We’ve been much more committed to follow this through, even when you’re signing that check for seed. It’s a lot easier to stay the course and a lot easier to invest the money when you can put numbers to the benefits.”

The Rulons have been planting cover crops for more than a decade. In 2009, Rulon Enterprises started a strip trial on their farm in cooperation with Purdue University and the USDA Natural Resources Conservation

Significant Investment

Rodney Rulon is the first to agree that cover crops represent a significant investment. The Rulons’ cover crop seed and seeding bill topped \$90,000 in late 2014 on just over 3,500 acres.

That worked out to \$14 per acre in seed and \$11.73 in planting costs, which included aerial seeding fees, tractor hours, labor, fuel, and planter wear and repair.

Yield Boost

Though the Rulons emphasize maximizing profitability over maximizing yields, their yields tend to be 13 to 14% higher than county average for both corn and soybeans across the farm. During drought years, the Rulons’ yields were 130% of the county average, an edge they attribute to healthy no-tilled, cover-cropped soils.

In fact, the Rulons charted a three-year average yield advantage of 7.1 bushels of corn and 2 bushels of soybeans following cover crops, compared to no-till without covers. In 2013, a dry season following the withering 2012 drought, the



CCSI 2017 Plans and Pilots

- Curated Image Library
- Collaborative Communications Plan
- Articles for Newsletters
- On-line Support Forum similar to Ag-Talk





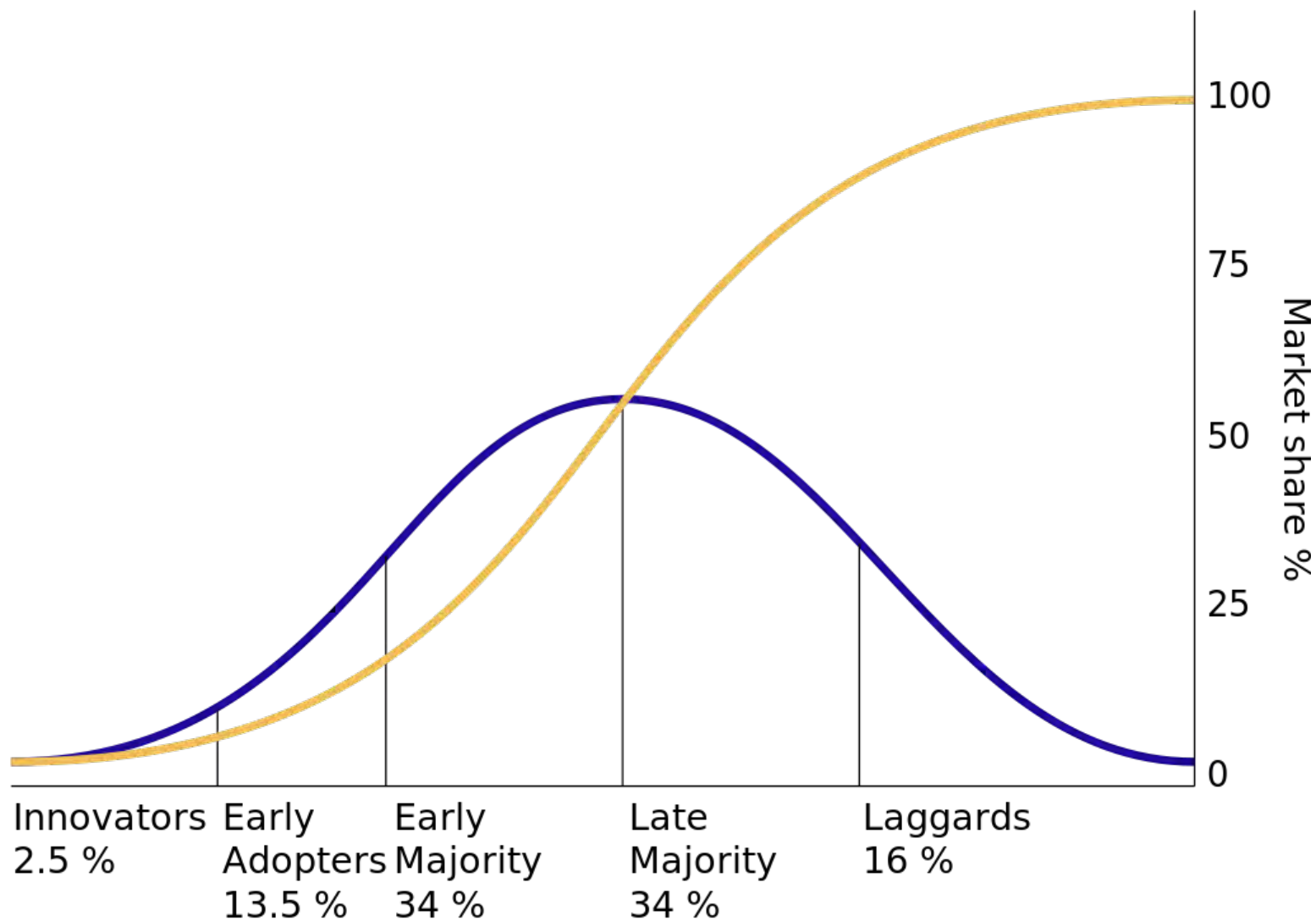
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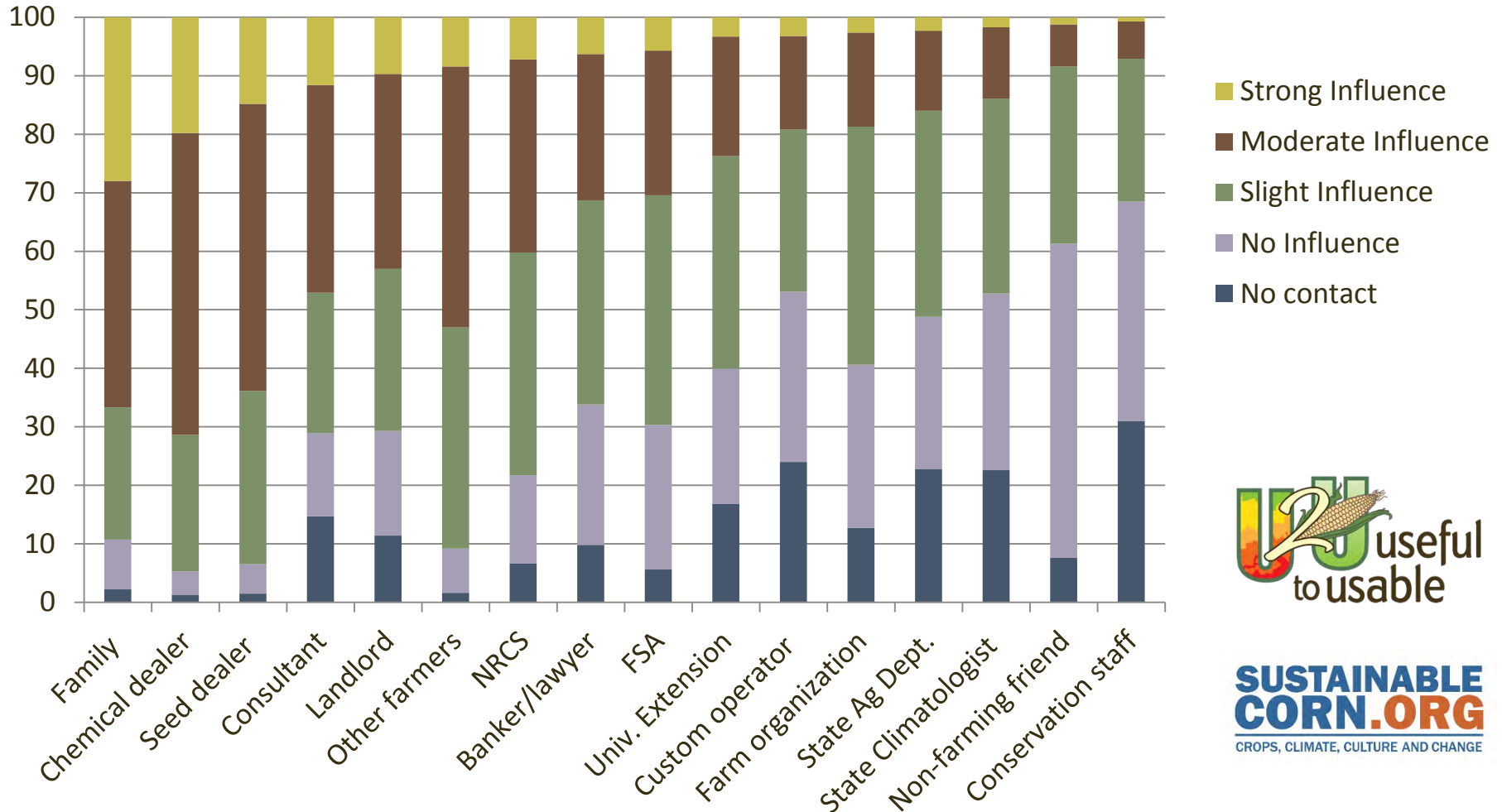


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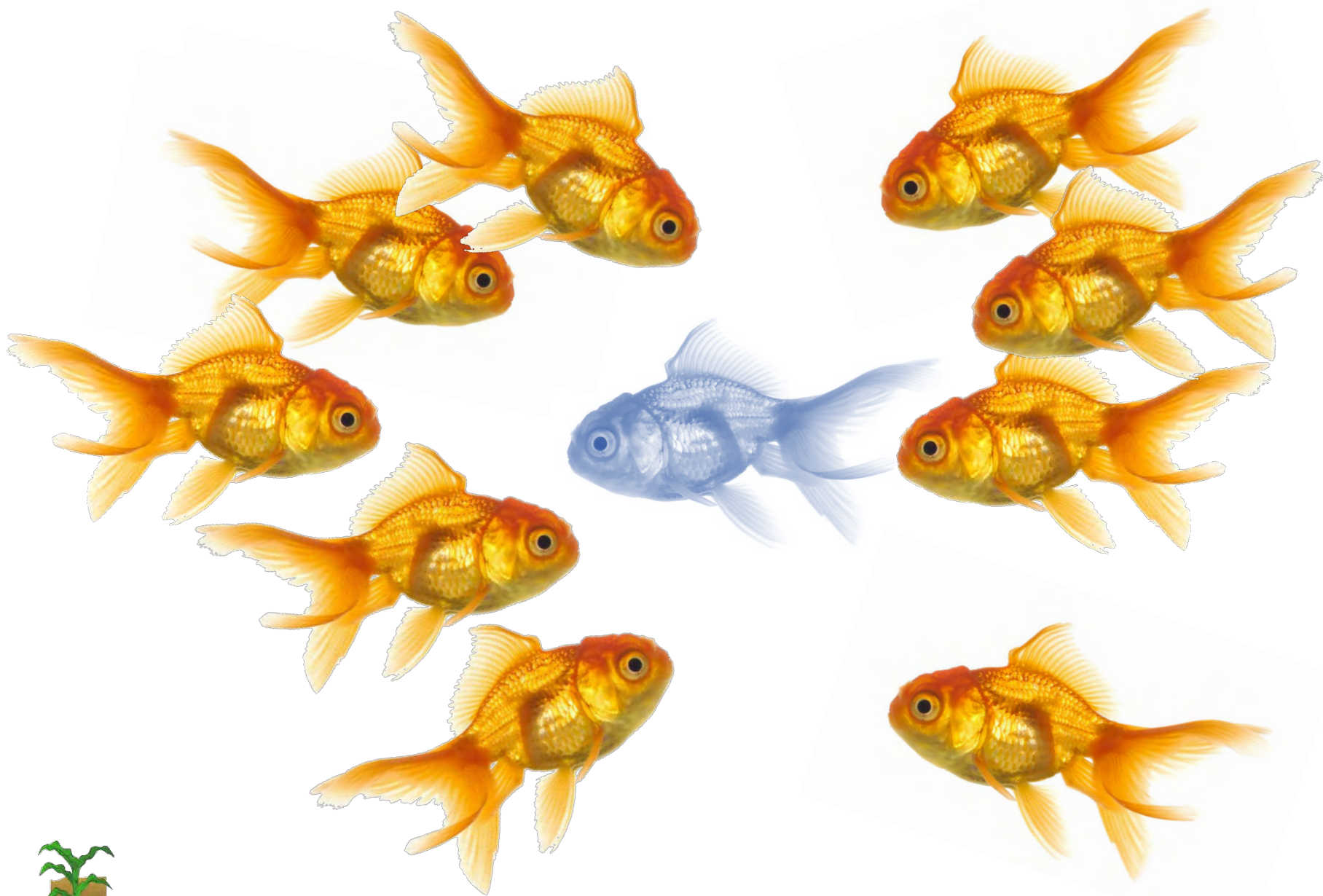


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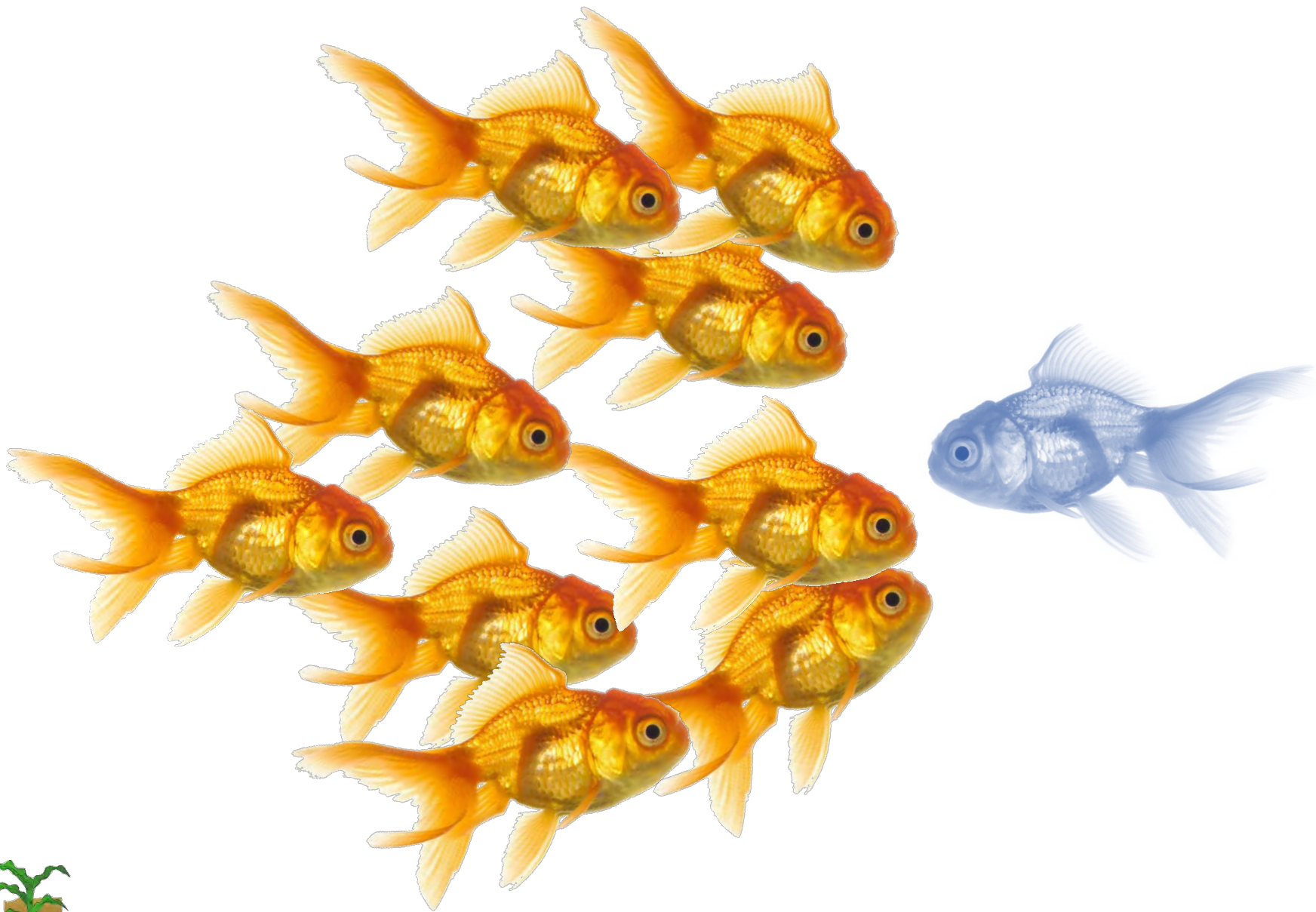
Q: Please indicate how influential the following groups and individuals are when you make decisions about agricultural practices and strategies



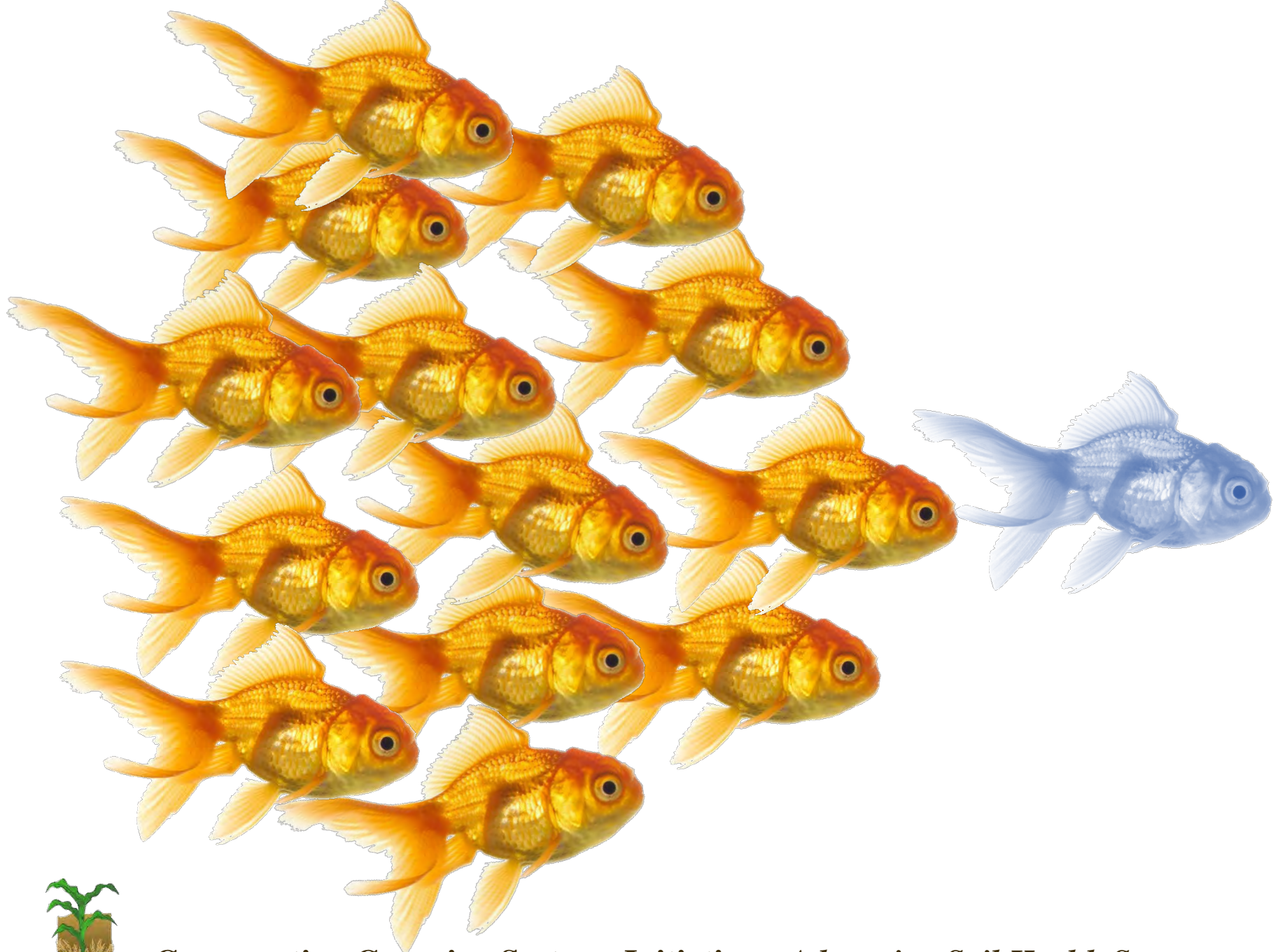
Results from a 2012 survey of Midwestern corn producers conducted by Useful to Usable (U2U) and SustainableCorn.org



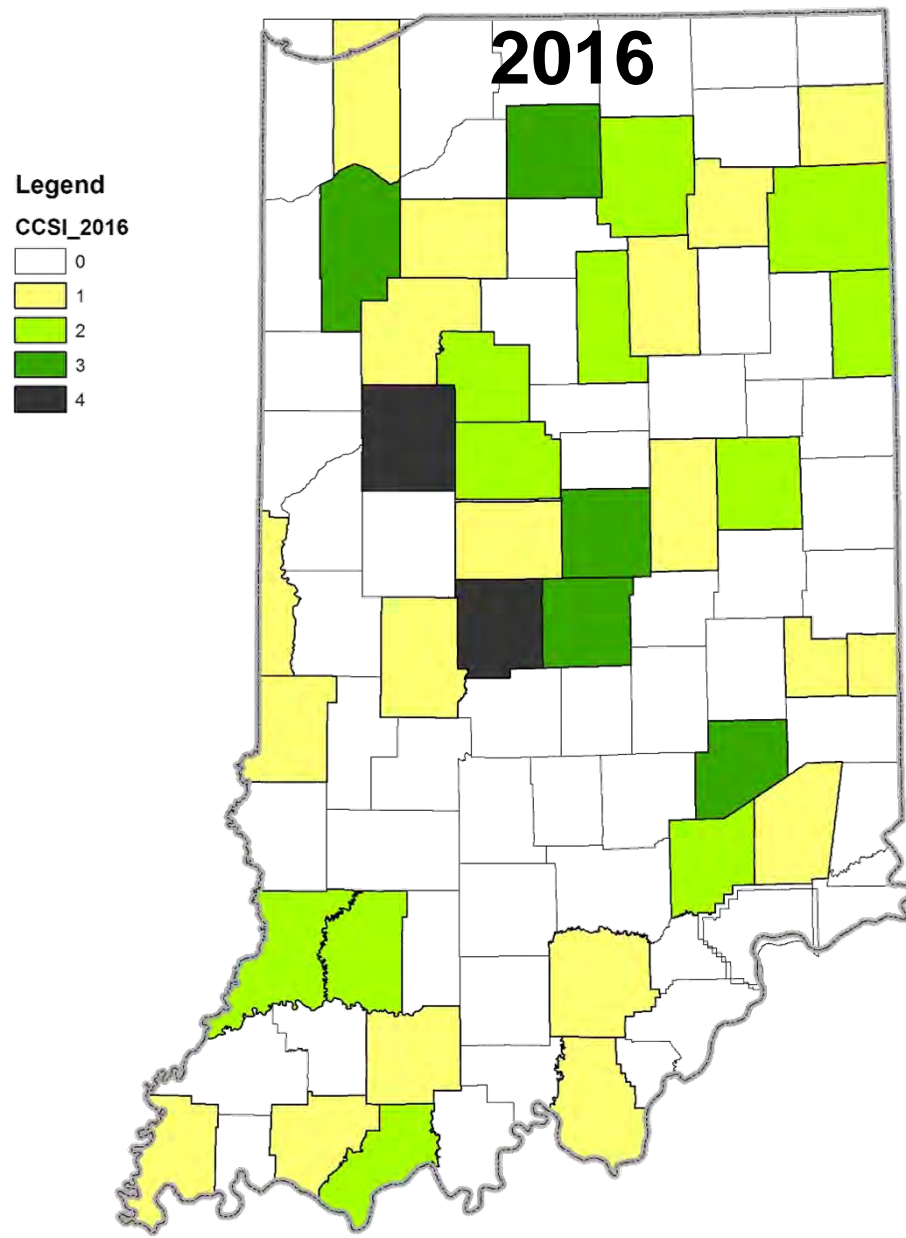
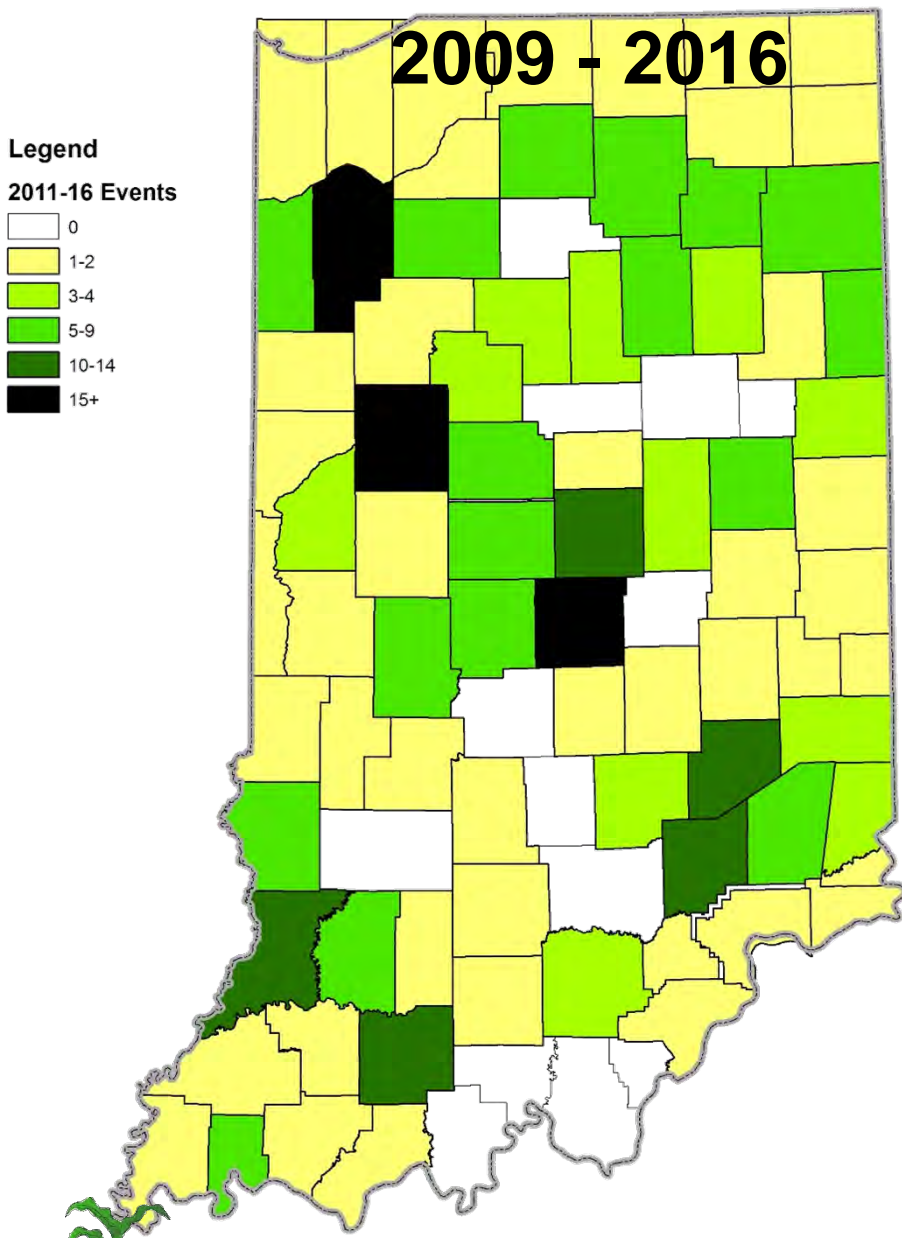
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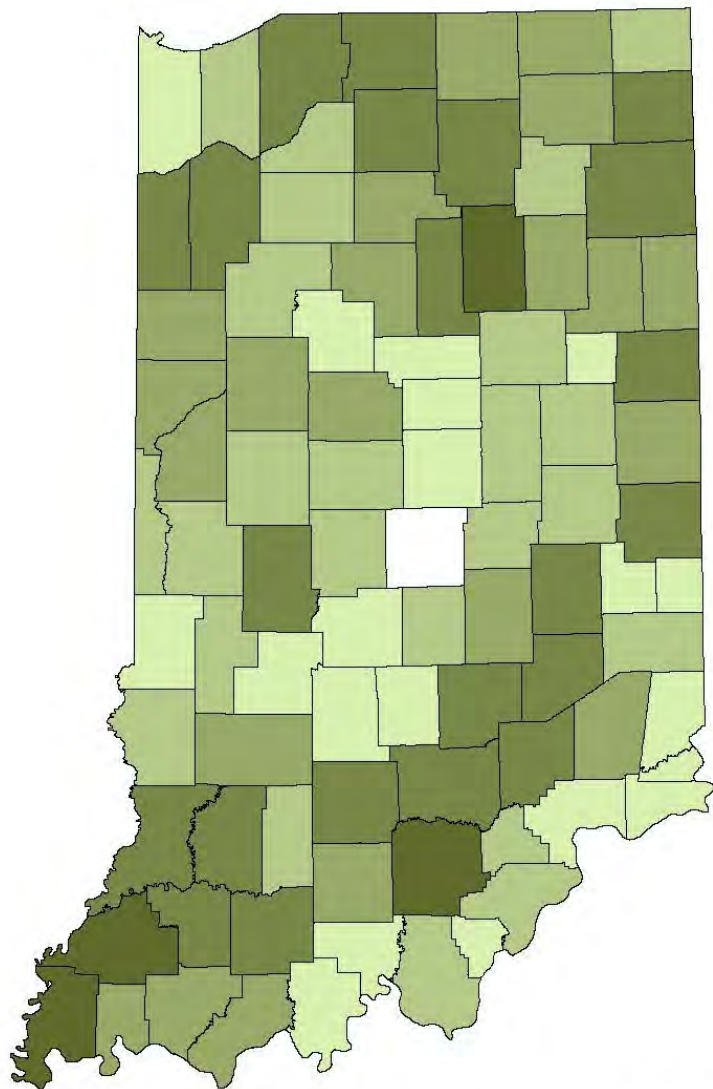
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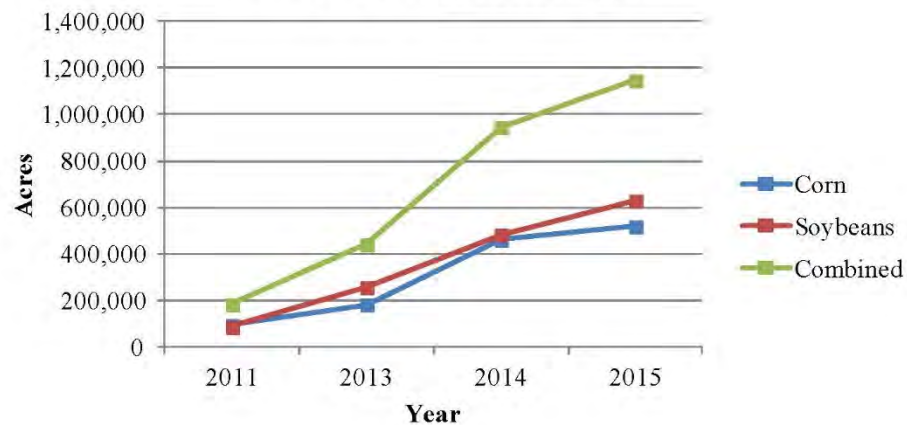


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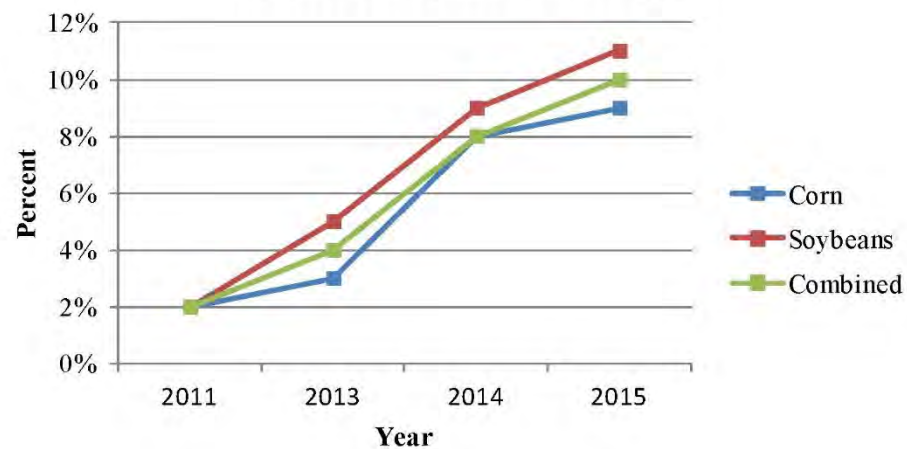


*Note: Darker colors indicate counties that reported a greater percentage of combined corn and soybean acres utilizing cover crops in 2015.

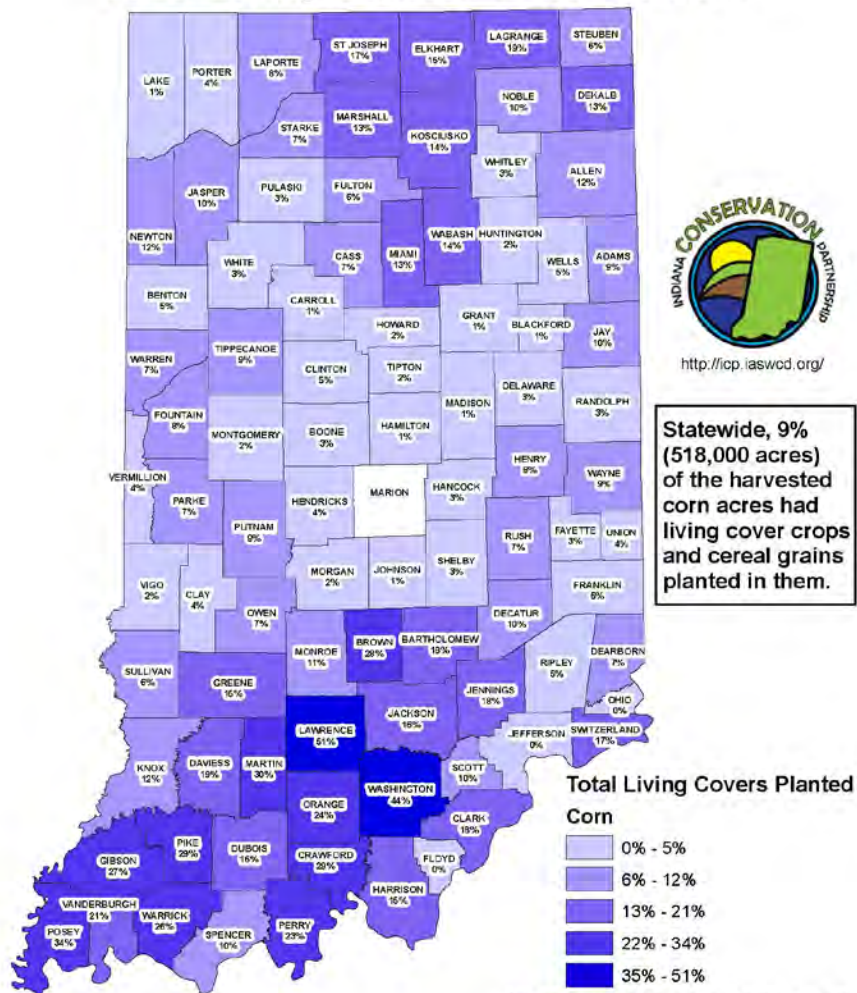
Cover Crop Acreage



Cover Crop Percentage



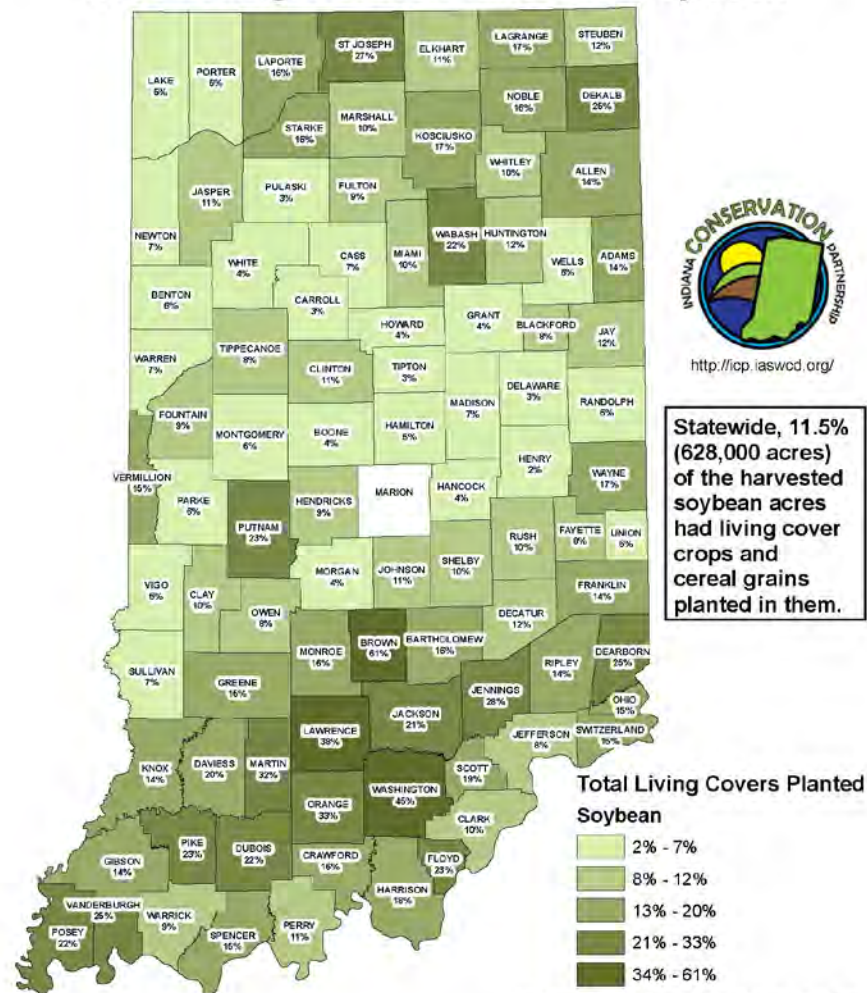
2015 Living Covers Planted in Corn



April 7, 2016
 Deb Fairhurst, ISDA Program Manager

A cover crop and tillage transect survey was not conducted in Marion County. Data is based on 2014 NASS acres.
 For more information, visit the Conservation Tillage Program web page at <http://www.in.gov/isda/2383.htm>, or contact the Indiana State Department of Agriculture at ISDANutrientReduction@isda.in.gov.

2015 Living Covers Planted in Soybean



April 7, 2016
 Deb Fairhurst, ISDA Program Manager

A cover crop and tillage transect survey was not conducted in Marion County. Data is based on 2014 NASS acres.
 For more information, visit the Conservation Tillage Program web page at <http://www.in.gov/isda/2383.htm>, or contact the Indiana State Department of Agriculture at ISDANutrientReduction@isda.in.gov.

Sampling by the Numbers

... 2016

- Over 1500 individual soil and plant samples pulled
- 17 original CCSI Replicated Strip Trials - 148 treatment strips
- 7 new conventionally-tilled sites
- 5 different funding sources for sampling alone!



...More on Research

- In-depth analysis of current results and Interim Reports
- CCSI sites are now part of USDA-NRCS National Soil Health Division project to calibrate soil health tests
- Special Projects
 - Vole Pressure
 - Cover Crops and Deer Herd Health
 - SCN and Weed Suppression
- Purdue-CCSI-TNC: Outreach through Ag Retailers



Other Research Projects...

- 7 “conventional comparison sites” for Joern study on highly disturbed soils (Reclaimed Mineland is also part of this)
- Identify and enroll cooperators in Tyner Cover Crop Economic Studies
- SARE- Purdue Extension VoAg Outreach Grant



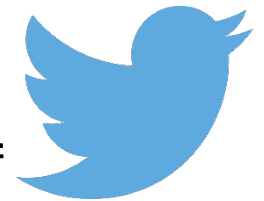
2016 By the Numbers...

- 24,000 Total Daily FaceBook page reach.
- 49,750 Total FaceBook impressions
- Fans from 27 countries and 5 continents



2016 By the Numbers...

- Over 1000 Twitter followers from over 32 countries... and all continents *except* Antarctica
- Over 300 new followers in 2016.
- Over 30% of Tweets retweeted since May 2012
- Potential reach of 11 million



**Indiana FARMERS ARE
PLANTING COVER CROPS
AS PART OF THEIR
MANAGEMENT DECISIONS
WITH TECHNICAL
ASSISTANCE - NOT RELYING
ON PROGRAMS
= SUCCESS!**

All Cover Crops
= 1,111,000
acres

~ 5 X

228,400
acres in
Programs

CCSI



Cover Crops – an Indicator of Success

2011 - 184,000 acres of cover crops
68,000 funded by cost share

2016 - 1.1 *million* acres
228,000 funded by cost share

Indiana TNC Goal:
5 million acres by 2025



Thank You

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** Guaranteed to be checked at least 1x/year*



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