



## Vermilion Headwaters Steering Committee Meeting

November 15, 2016

Forrest Community Building

301 W James, Forrest, IL

9:00 – 10:00 AM

(with conservation practices discussion to follow: 10-11 AM)

### AGENDA

#### 9:00 – 10:00            Steering committee business

Welcome, introductions

Funding updates

Education & Outreach (Walton Family Foundation), Jen Filipiak

Financial Assistance (MRBI), Eric McTaggart

Discussion: planning events for 2017

Ideas from staff (Jen, Terry, Eric, Catie, Becky)

Feedback from group

New opportunity: AgSolver and NRCS partnership

Adjourn

#### 10:00 – 11:00            You had me at *conservation cropping systems*???

We probably all agree that promoting a SYSTEMS APPROACH to conservation is necessary to achieve environmental goals without compromising farm profitability. Many organizations are promoting this in some way, and we all call it different names. American Farmland Trust and Illinois Department of Ag have adopted the Indiana terminology “Conservation Cropping Systems”, others around the world use the term “Conservation Agriculture”. CTIC has used “Core 4”.

We know that program and concept names make powerful first impressions. Names can welcome people in, or they can scare people away. In order for farmers, decision-makers and funding agencies to truly embrace the concept of conservation cropping systems as a viable way to reduce our nutrient loss, we probably need a better name. But, to rename it, we need your help!

Please stick around after the steering committee meeting for a conversation about what this name needs to convey and what words would best tell that story. I promise it will be a lively discussion, and we’ll keep the coffee flowing!!