



Climate SMART Project

Project Advisory Board
End of Year 1 Meeting
June 8, 2024

Agenda

- Opening and Introduction to Project Advisory Board (5 min)
- Leadership Remarks (40 min)
- Year 1 Review Presentations (40 min)
- Closing and Adjourn (5 min)

Project Advisory Board: Overview

- Purpose: Extend project learnings beyond the Climate SMART network by discussing and sharing project information
- Goal 1: Make project artifacts available
- Goal 2: Advise and assess progress on project initiatives
- Inclusion:
 - Core: project teams of Truterra, core partners, and funder
 - Producers, retailers, subawardees, and other stakeholders invited as needed
- Convenes twice per year for EOY Meeting and Strategy Session
 - *Additional meetings may be added as necessary to respond to project needs*

Project Advisory Board Meeting Schedule

- *Summer, 2024: End of Year 1 Meeting*
- *Fall, 2024: Strategy Session Year 1.5*
- Winter, 2024-25: Strategy Session Year 2
- Spring, 2025: End of Year 2 Meeting
- Winter, 2025-26: Strategy Session Year 3
- Spring, 2026: End of Year 3 Meeting
- Winter, 2026-27: Strategy Session Year 4
- Spring, 2027: End of Year 4 Meeting
- Winter, 2027-28: Strategy Session Year 5
- Spring, 2028: End of Year 5 Meeting

Survey at the end (preview)

- Survey: what topics would you like to see covered at an upcoming PAB meeting?
- Reporting requirements: performance/financial reporting and/or the PCSC workbook
- Partner spotlight/presentation delivery or project update
- Strategy sessions: project evaluation and assessment, data collection, logistical barriers, etc.
- Specialized panel discussions: enrolled producers, retailers, NOLs, HUPs, etc.
- Other (please specify)

Part 1: Leadership Remarks

- Jamie Leifker, Truterra
- Beth Sauerhaft, American Farmland Trust
- Wayne Honeycutt, Soil Health Institute
- Katina Hanson, USDA-NRCS

Part 2: Year 1 Review Presentations

- Truterra
- American Farmland Trust
- Soil Health Institute

Truterra's Climate SMART Team

- Truterra
 - Amber Leusink, Project Director
 - Joe Otto, Deputy Project Director
 - Kelly Thompson, Program Manager, Contracts and Compliance
 - John Porter, Outreach and Partnership Liaison
 - Spencer Herbert, Conservation Agronomist Coordinator

Climate SMART Project Goals

- Blend public and private resources and support to catalyze conservation adoption at scale
- Empower the Truterra network of service providers to adapt their business models to include permanent conservation agronomy products and services
- Transform the way that CSC practices are adopted and the crops grown and sold
- Make an economic case for soil health that is backed by science
- Leverage knowledge and expertise from conservation professionals and the public sector

- Public funding as a scaffolding around the private sector while it builds a new, permanent business model for delivering conservation

Project Overview

- \$90,000,000 from NRCS
- 5-year project (Spring 2023 – Spring 2028)
- 7.5 million acres of farmland impacted (corn, soy, wheat, cotton, dairy)
- 20,000 producers engaged
- Engage 7,000 historically underserved producers
- Hold regional trainings and develop mentorships
- Conduct soil health assessment and economic analysis

Truterra Climate SMART Programs

- Crop Producers
 - First Time Adopter
 - Early Adopter
- Dairy Producers

Truterra Climate SMART Programs

- Retailers and Network Providers
 - Conservation Agronomist Program
 - Conservation Services Program
 - Demonstration Plots

- Subawardees' programs to support and amplify

The Year Ahead

- Subaward execution
- Program launches

- First Time Adopter Program
- Early Adopter Program
- Soil Health Assessment and Economic Analysis
- Conservation Agronomist Program
- Advanced Soil Health Trainings
- Convening Project Advisory Board
- Conservation Services Program
- Demonstration Plots

AFT's presentation

SHI's presentation

Part 3: Closing and Adjourn

- Survey: what topics would you like to see covered at an upcoming PAB meeting?
 - Reporting requirements: performance/financial reporting and/or the PCSC workbook
 - Partner spotlight/presentation delivery or project update
 - Strategy sessions: project evaluation and assessment, data collection, logistical barriers, etc.
 - Specialized panel discussions: enrolled producers, retailers, NOLs, HUPs, etc.
 - Other (please specify)
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- The next meeting will be held in the Fall of 2024

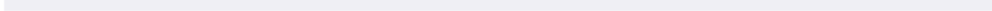
Part 3: Closing and Adjourn

- Reporting requirements
- Strategy sessions, data collection
- Knowing when and how to crossover our work
- Publication brainstorm – compilation

EOY1 Meeting Poll

1. What topics would you like to cover at the upcoming project advisory board meetings? (Single Choice)


Reporting requirements: performance/financial reporting ... (0/5) 0%



Partner spotlight/presentation delivery or project update (0/5) 0%



Strategy sessions: project evaluation and assessment, dat... (3/5) 60%



Specialized panel discussion: enrolled producers, retailers... (2/5) 40%



Other (please specify in chat) (0/5) 0%



You did not answer this question

End

Dr. Joe Otto

Climate SMART Deputy Project Director

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