# Takeaway Notes from Strategic Planning Breakouts

## **Breakout 1:** Priority: Build the Coalition’s capacity for leadership and expansion

* Election process for Steering Committee (for at least a portion of the members)
* NRCS- new positions/people who can help to promote partnership efforts and bring diversity of perspectives (Telicia Berry, John Womack, etc.)
* Opportunities available with the Inflation Reduction Act (outreach, education, technical assistance)
* Who is not at the meeting? VA Farm Bureau, Cattlemen’s Association, Poultry Producers Association, Agribusiness Council, and other industry partners.
* Utilize and work closely with our local technical staff (district conservationists, SWCD, VCE agents, etc.) to identify and meet the needs
* Work with our local staff to identify the constituency we are missing and organizations that we should invite to join

## **Breakout 2:** Priority: Enhance partner collaboration to drive innovation, implementation, and impact

* Workgroup focused on grasslands- Agriculture residential and utility sectors (Michael Collins)
* VSHC could provide insight/guidance on pay for performance or carbon credit markets- at least bring together market administrators better educate SHC partners.
* Information exchange across states to take advantage of models that work well
* CBF is doing a lot of work with grazing management and rotational grazing, = strong ties to the ability to soil health. We can share any research of our share consistent messages
* Standardized soil tests to “evaluate” or assess soil health would be helpful, as would standard messaging.
* Save Soil volunteers are working on raising awareness among people on soil depletion and aiming for policy changes to increase soil organic content. We can cooperate with others.

## **Breakout 3**: Priority: Cultivate awareness through education, outreach, and advocacy

* VSHC joins Virginia Forever as a steering committee member with the purposes of EDUCATING legislators (not lobbying).
* VSHC collaborates to educate legislators, staff, and decision makers during the summer
* VSHC helps to educate citizen advocates to make their advocacy more effective. Share opportunities to reach out to legislators and share information effectively.
* Participate on VCN lobby day events and the Resilience Rally on March 7th in Washington DC
* VSHC should define audiences to effectively support education and advocacy.
* VSHC contracts with communications professionals to help member outreach and education efforts be more effective
* Field visits to educate farmers can be the same venues that we invite agency staff and legislators (and their staff) to attend
* Sus Ches is producing videos focusing on farmers practicing soil health practices like no-till and cover crops. Should we be considering videos focused on consumers?
* Conscious Planet would like to host events with the VSHC ([www.savesoil.org](http://www.savesoil.org)). Website includes simple language re: Soil Health.
* Conscious Planet is trying to raise awareness with non-ag stakeholders, people who care about climate and the planet. We are sharing information at farmers markets.