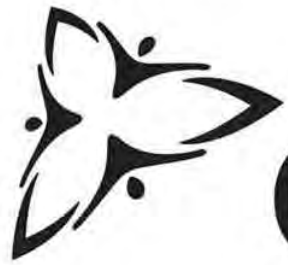




Growing the movement

Perspectives from Ontario's soil leaders



Ontario



RURAL ONTARIO INSTITUTE



Ecological Farmers ASSOCIATION OF ONTARIO

CountryGuide STRATEGIC. BUSINESS. THINKING.



Grassroots Innovation Since 1939



SOIL CONSERVATION COUNCIL OF CANADA
CONSEIL CANADIEN DE CONSERVATION DES SOLS



EST. 1969





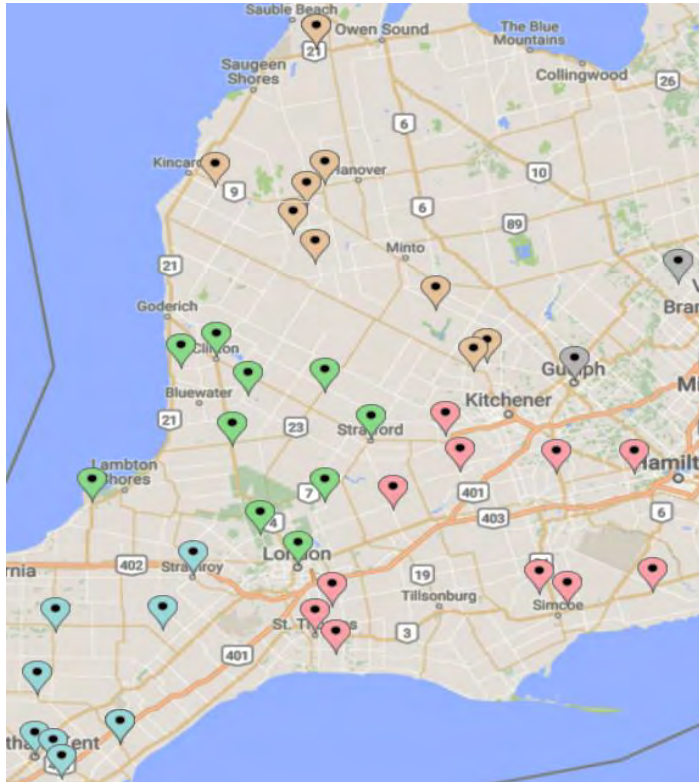
March workshop



Leadership when you feel like a lunatic, Kelly-Ann McKnight - Giving great presentations, Bernard Tobin - Communicating for soil health, Ryan Stockwell - Learning from great soil leaders, Dave Brandt, Odette Menard, Lee Breise

Breaking out into 4 regions

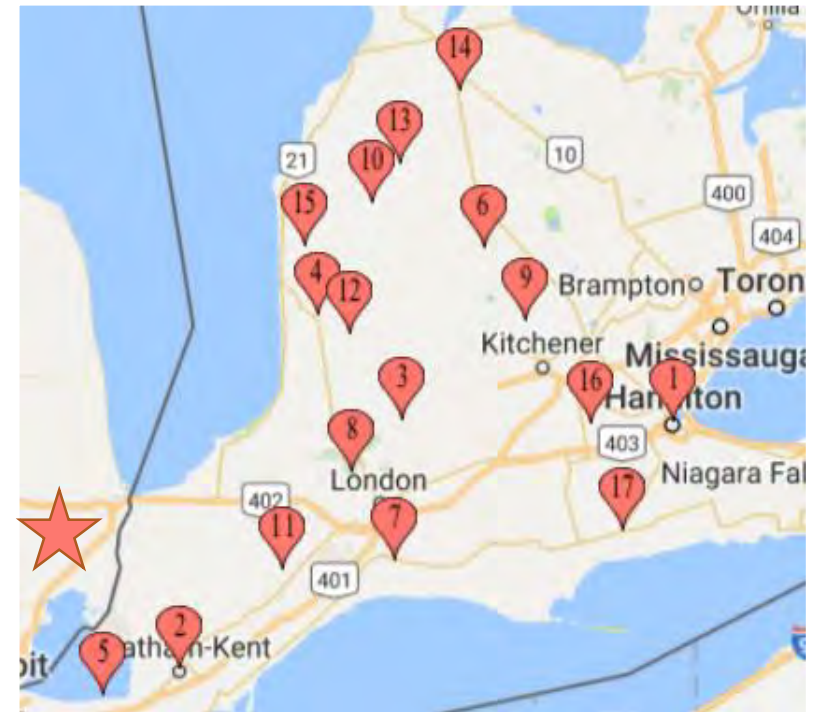
Field days, 'toastmaster' sessions, Twitter chat group



Let's Talk Soil

18 small group chats in 1 month

180 people involved (range from 5-22ppl attending)



Great meeting today Rick, It was a pleasure to have a conversation with a group of guys that know the importance of soil health. I liked the size of the group, it felt like a COFFEE SHOP atmosphere. I was able to take home some great cover crop tactics for this fall. Maybe this meeting could possibly turn into a monthly event. Keep up the good work.

Tracking our time for soil health

- 30 farmers over 10 months
- 12 online crop tours
- 600 one-on-one conversations with farmers & 200 with industry reps
- 55 'spontaneous' group chats with 400 farmers & 70 industry reps
- 18 organized group conversations with 180 farmers
- 80 speaking engagements reaching 6000 farmers & 2000 industry reps
- 40 field days reaching 700 farmers & 100 industry reps
- 1200 hours spent on research
- 5000 hours spent on outreach

Building real success. #LetsTalkSoil

Charles Emre
Windham Centre, ON

Standing still is like going backwards. I don't want to be just 'sustainable.' I want to improve my soil year after year. That is what success looks like to me.



Join the conversation. Sign up for grower chats at ontariosoil.net

Leaving a legacy. #LetsTalkSoil



Sara and Chris Wood
Mitchell, ON

If we won the lottery, we'd stay right here and keep investing in the farm and in the soil. For us, it's about passing the farm on to the next generation and giving them a great start.



Join the conversation. Sign up for grower chats at ontariosoil.net

Alan Willits
Walkerton, ON

Improving the farm. #LetsTalkSoil

I've farmed here conventionally all my life and in the last few years I've made some changes to improve the soil. If a farmer wants to remain a farmer, he needs to seek continuous improvement.



Join the conversation. Sign up for grower chats at ontariosoil.net

Brett Schuyler, Simcoe

- Precision soil mapping
- Know what you're working with





Rick Kootstra, Clinton

- Know where we are now
- Set a target of where to go

Woody Van Arkel, Dresden

- On-farm research
- Farmer-to-farmer support





Mike Buis, Chatham

- Local farm tours with small groups to show successes & failures
- Support succession

Thomas Farrell, Kincardine

- Connecting with other farmers
- Growing confidence





Dave McEachren, Glencoe

“It isn’t about how big the event is, its about how small it is and how honest we can be with each other”

Tori Waugh, Grey-Bruce

- Connecting people to take the conversation to new places





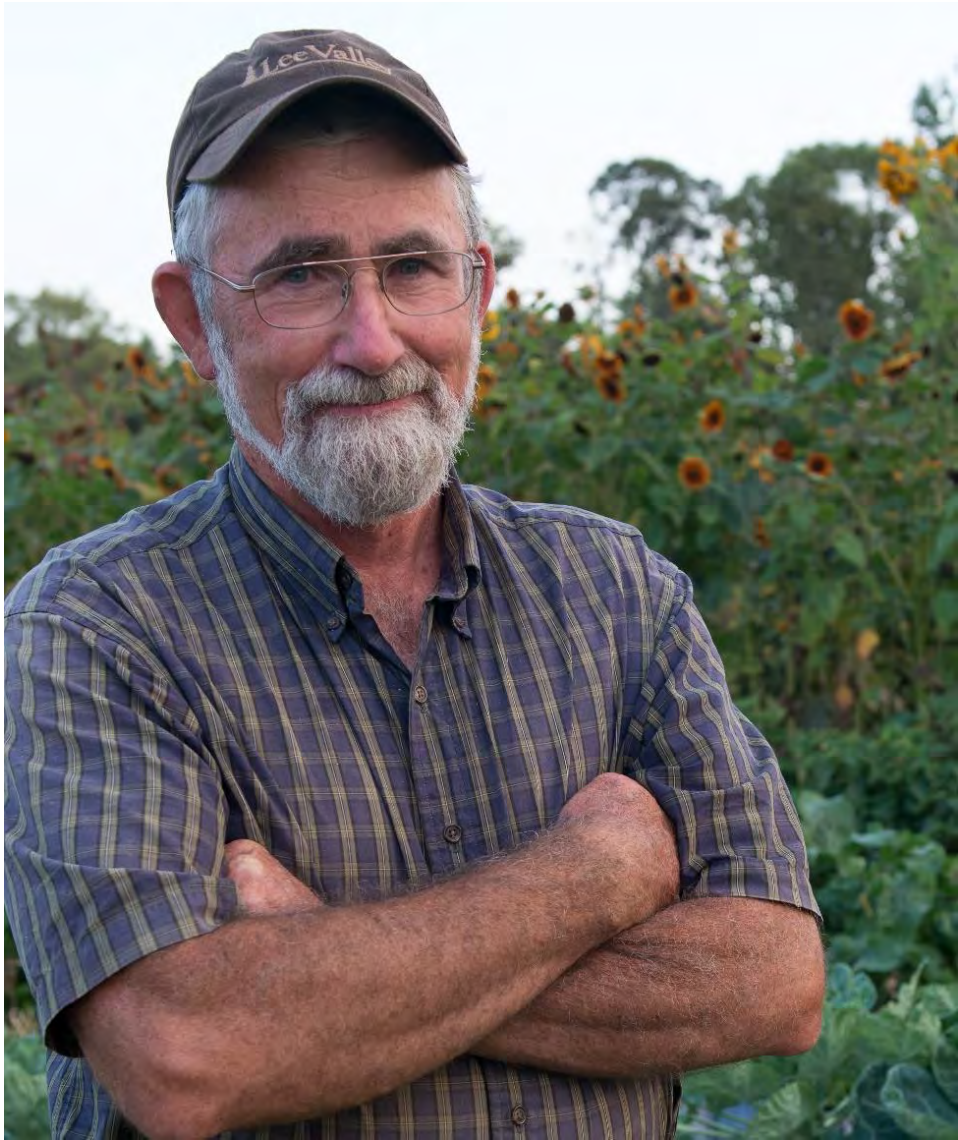
Mike Lishman, Jarvis

- CCAs and industry aren't promoting risk
- How do we loop them in?

Rob Luymes, Moorefield

- Hybrids aren't designed for high residues
- Need technical support for 'disaster management'



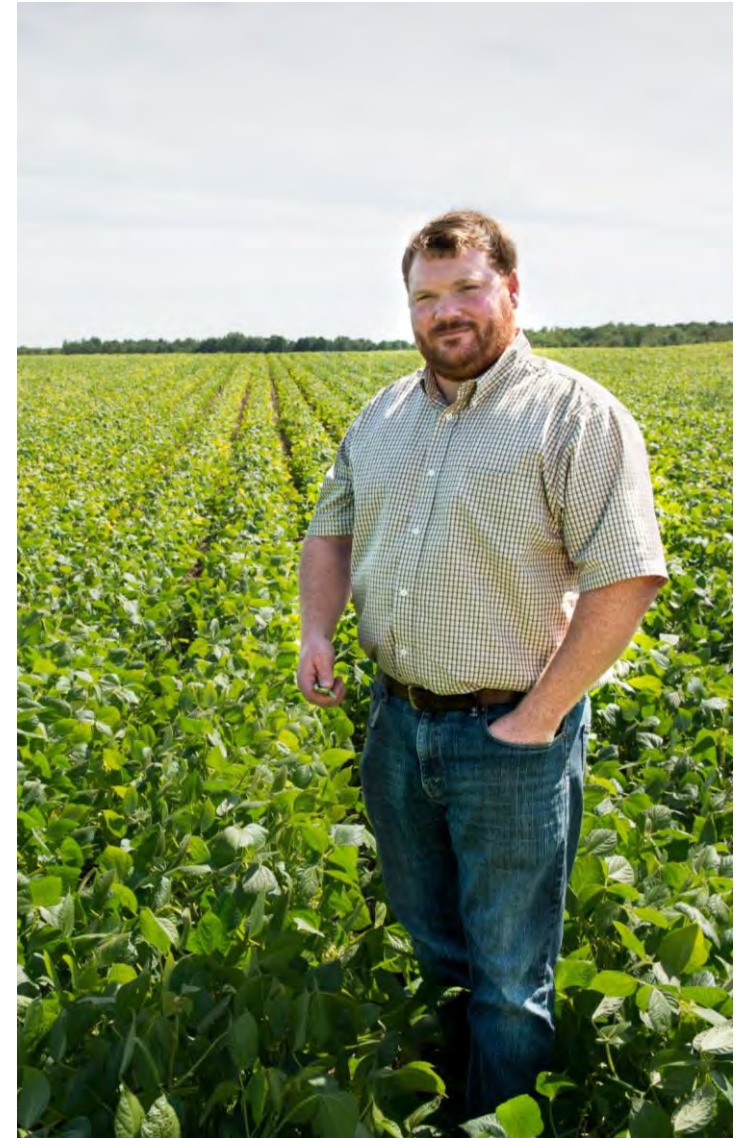


Ken Laing, St. Thomas

- Make a clear and compelling message
- Break down silos

Adam Ireland, Teeswater

- Bridging between ag organizations, between conventional and organic





Doug Patterson, St Marys

- Rejig BRM programs and crop insurance
- Figure out slugs!

Don Lobb, Caledon

- Create incentives/ penalties that implicate landowners as well



Ken Nixon, Ilderton

- Moving the image of agriculture beyond 'pretty farming'



Kristine Hammel, Bruce Peninsula

- Support local processing and markets for diversification



Gerard Grubb, Walkerton

- Understand the economics of soil health





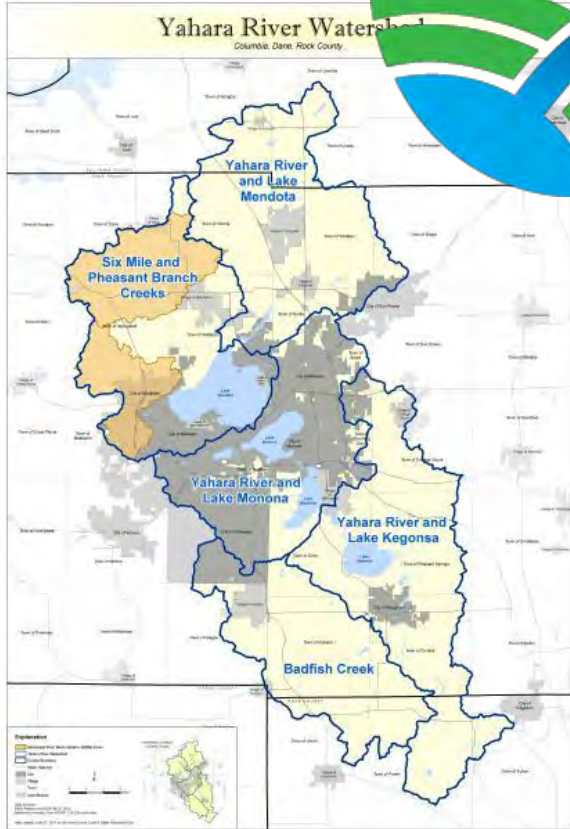
Farmer plants green to aid soil health

By Laura Broadley, St. Thomas Times-Journal
Tuesday, June 20, 2017 9:36:48 EDT AM



Steve Sickle, St George
Keith Martin, Elmira
Randy Dykstra, Belmont

Brave, passionate and prioritized
soil health outreach



Farmer-led watershed group

- Increase access to equipment
- Cut the red tape
- Provide technical assistance
- Create community

Keep in touch

www.ontariosoil.net

@SoilNetwork

admin@ontariosoil.net

Melisa Luymes

519 820 2358

