



## **Activity 2 – Regional Soil Health Events Summary Report**

Ridgetown Campus Business Development Centre was tasked with organizing, facilitating, and delivering two regional soil health events.

Two working groups were formed, one for the Eastern event and another for the Western event. The working groups were made up of conservation authority staff, industry representatives, and government soil specialists. In consultation with the working groups, location, format, and technical content for the programs was determined.

### **Eastern Event**

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#### **Summary**

The Eastern event working group decided to plan and deliver two events in the region – Eastern Ontario (Kemptville) and Central Ontario (Cobourg). The working group felt there was enough interest in the topic of soil health to warrant the two events. By providing two events, this would give producers in these regions better access to the information being presented by minimizing travel required to attend. CEU credits were allocated to each session for CCAs professional development.

A funding partnership with the OSCIA was established to help cover the additional expenses incurred by organizing and delivering a second event.

A total of 188 people from 21 regions/watersheds attended the two soil health events. Those that completed the evaluation were extremely satisfied with the event (100% satisfaction).

Recordings of soil health event presentations in Cobourg were edited for knowledge translation and transfer (KTT) and posted on the website to increase the number of people who could access and benefit from the program.

## Program

	<b>Kemptville, ON</b> <b>March 10, 2020</b> <b>9:00am – 3:00pm</b> <b>Attendance: 84</b>	<b>Cobourg, ON</b> <b>March 11, 2020</b> <b>9:00am – 3:00pm</b> <b>Attendance: 104</b>
<b>8:30 am</b>	Registration	
<b>9:00 am</b>	Welcome	
<b>9:10 am</b>	<b>Cover Crops, Drainage Earthworms &amp; More</b> <b>Eileen Kladviko</b> , Professor of Agronomy, Purdue University How can you improve your soil's resilience in bad weather years? Tile drainage is only part of the answer. Cover crops, tillage, and more.	
<b>10:00 am</b>	Refreshment BREAK	
<b>10:15 am</b>	<b>Soil Tests: What's Really Important to Understand?</b> <b>Jake Munroe &amp; Sebastian Belliard (OMAFRA)</b> <b>Soil Management Specialists for Field Crops with OMAFRA</b> Where can you get the most bang for your buck? – from soil fertility tests to the newest soil health tests.	
<b>11:05 am</b>	<b>Soil is Alive! How to Build a Healthy Soil Microbiology</b> <b>Cynthia Kallenbach</b> , Assistant Professor, McGill University Healthy, productive soils don't happen overnight. What does it take to build soil organic matter? A deep dive into how microbes manage our soils.	
<b>12:00 – 12:45 pm</b>	LUNCH	
<b>TWO AFTERNOON CONCURRENT PANEL SESSIONS: SELECT TOPIC A OR B FOR EACH TIME SLOT.</b>		
<b>12:45 – 1:45 pm</b>	<b>Concurrent Session #1. Topic A: <b>Compaction</b></b> Topic: Tillage, tires and what is driving change? What is it costing? <ul style="list-style-type: none"> <li>• Ian McDonald, OMAFRA</li> <li>• Warren Schneckeburger, Cedar Lodge Farms, Morrisburg</li> <li>• Kees Hoogendorn, Hogendoorn Dairy, Baden</li> </ul>	
	<b>Concurrent Session #1. Topic B: <b>Getting Started with Soil Health</b></b> Topic: "Ah ha" moments - Where did change start? What are the economics? How were cover crops, tillage and rotation included? <ul style="list-style-type: none"> <li>• Deb Campbell, Agronomy Advantage Inc., Dundalk</li> <li>• Aaron Bowman, Pride Seeds</li> <li>• Jennifer Doelman, Bonnechere Haven Farms, Douglas</li> </ul>	
<b>1:45 – 2:45 pm</b>	<b>Concurrent Session #2. Topic A: <b>Handling and Maximizing Manure</b></b> Topic: Getting the most from manure: incorporating, reducing odour, increasing nutrient content, and no-till practices <ul style="list-style-type: none"> <li>• Peter Doris, OMAFRA</li> <li>• Wilfred Raats, Raats Custom Farming, Metcalfe</li> <li>• Alex Barrie, Gordon Barrie and Sons, Bowmanville</li> </ul>	<b>Concurrent Session #2. Topic A: <b>Handling and Maximizing Manure</b></b> Topic: Getting the most from manure: incorporating, reducing odour, increasing nutrient content, and no-till practices <ul style="list-style-type: none"> <li>• Peter Doris, OMAFRA</li> <li>• Wilfred Raats, Raats Custom Farming, Metcalfe</li> </ul>

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		<ul style="list-style-type: none"> <li>• Scott Swain, Swain Beef, Blackstock</li> </ul>
	<b>Concurrent Session #2. Topic B:</b> <b>Erosion: Managing the Field Landscape</b> Topic: What are strategies for a system approach to erosion? In what contexts are different strategies appropriate? <ul style="list-style-type: none"> <li>• Kevin McKague, OMAFRA</li> <li>• Gord Green, Greenholm Farms, Embro</li> </ul>	<b>Concurrent Session #2. Topic B:</b> <b>Erosion: Managing the Field Landscape</b> Topic: What are strategies for a system approach to erosion? In what contexts are different strategies appropriate? <ul style="list-style-type: none"> <li>• Kevin McKague, OMAFRA</li> <li>• Wes Honey, Warkworth</li> <li>• Brian Fairfield, MFL Drainage</li> <li>• Gord Green, Greenholm Farms, Embro</li> </ul>
<b>2:45 pm</b>	<b>Summation &amp; Challenge</b> Topic: Summarize the day; what are your takeaways? Alan Kruszel, SCCC	
<b>3:00 pm</b>	Adjournment	

## Evaluation Results

The majority of participants completing the evaluation were Producers (62%) working in the oilseed and grain industry. (62%).

Participants were extremely satisfied with the event (100%) and all participants agreed the in-person event was an effective way to learn the information and the presenters delivered the content in an effective and engaging manner (100%).

A large percentage of participants plan to apply what they learned from the event within the next year (76%).

### Written comments:

**Most effective:** many commenters noted the farmer panels were the most effective – practical information from the real world. Many also found Cynthia’s session on soil microbiology the most effective

**Least effective:** those that commented wanted more new information. Found some sessions to be basic or covering information they already knew.

**General comments:** some participants noted they would like another soil health workshop and others wanted to hear all concurrent sessions – not have to chose between them.

*See full evaluation results attached.*

## Lessons Learned

### What went right

Partnership with OSCIA was a success. Partnering with OSCIA made it possible to plan, organize and deliver two events considering the original budget was for one event. Not only did the partnership help with cost-recovery but promotion as well.

*Lesson learned: seek partnerships for cost recovery when scope of project expands.*

The Cobourg event was recorded, and video recordings posted on the designated website. Those that were not able to attend had access to the content.

*Lesson learned: when budget allows, record in-person events for extended KTT*

### What went wrong

The estimated attendance numbers were inaccurate. The estimates were used to make the decision to deliver two events instead of the originally planned single event.

*Lesson learned: when estimating attendance numbers, seek out accurate measuring systems.*

Rush to meet deliverables. Planning and organizing was rushed based on the project start date and consultations with the working group to determine program for events.

*Lesson learned: adequate project planning is needed for accurate timelines to be developed. When working with agricultural groups, considerations for late harvest should be factored in.*

### What could have been improved

More promotion. Promotion was delayed and registration numbers reflected this.

*Lesson learned: lead time in promotion is needed to allow potential participants time to commit to event.*

Additional administrative staff at conference to assist with coordination, setup, and registration.

*Lesson learned: minimum of two administrative staff needed at in-person conference style event. One to manage overall coordination and another to administer tasks.*

Approach to concurrent sessions. Based on feedback from the evaluations, participants would have preferred to see all sessions.

*Lesson learned: if offering concurrent sessions, allow opportunity in the program to view most sessions. For example, offering each session multiple times so participants can attend at some point in the program.*

*Note: recording the sessions for later viewing is also a solution.*

## Western Event

### Summary

The Western Region Soil Health Event was part of a partnership with Midwest Cover Crop Council (MCCC), Soils@Guelph, IFAO, EFAO, OSCIA and Ontario Soils Network.

The theme for the event was: Making Connections: Cover Crops, Soil Health, People

The original plan was to create an in-person (10 hubs) and virtual event across Ontario in conjunction with the MCCC annual meeting. Due to restrictions in place because of COVID-19 pandemic, the in-person events had to be cancelled. The planning committee pivoted to an all-virtual event.

The Keynote session, When More Isn't Better: Balancing Efficiency And Resilience In Agriculture with Roger L. Martin – former Dean of the Rotman School of Management and the world's #1 management thinker, was a free event. 396 people were registered for this free event.

The remaining sessions were available to paid registrants. A total of 242 people from 13 regions/watersheds in Ontario, 6 other Canadian provinces, and 24 states from USA were registered for the virtual program.

Sessions were recorded and available for paid registrants after the event for 30 days.

Those that attended the virtual sessions were very satisfied (97%).

### Program

<b>DAY 1 – February 23, 2021</b>	
<b>1:00pm</b>	<b>MCCC Annual Meeting</b>
<b>7:00 – 8:00pm</b>	<p><b>Finding common ground on cover crops.</b></p> <p>Keynote Panel discussion</p> <ul style="list-style-type: none"> <li>• Jenn Doelmann, Farmer, CCA</li> <li>• Odette Ménard, Agronomist and Engineer, MAPAQ Monteregie</li> <li>• Greg Hannam, Woodrill Farms</li> <li>• Philip Shaw, Agricultural Economist</li> <li>• Tori Waugh, Executive Director, Ontario Soil Network</li> </ul> <p>Moderated by Lauren Van Ewyck, Wellspring Counselling Services</p>
<b>DAY 2, February 24, 2021</b>	
<b>9:30 – 10:30am</b>	<p><b>How Cover crops saved the farm?</b></p> <ul style="list-style-type: none"> <li>• Ryan Barrett, Research and Agronomy Specialist Prince Edward Island Potato Board</li> <li>• Steve Berger</li> <li>• Tatianna Lozier, UTRCA</li> <li>• Jeremy O'Shea, Trimble</li> </ul>

10:45 – 11:45am	<p><b>Cover Crops and Cash flow</b></p> <ul style="list-style-type: none"> <li>• Jack Cornell, Soil Health Partnership</li> <li>• Aaron Breimer, Veritas Farm Business Management</li> <li>• Mark Richards, Richards Rolling Acres Ltd</li> </ul>
12:00 – 1:00pm	<p><b>Knowing what we don't know about soil biology</b></p> <ul style="list-style-type: none"> <li>• Dr. Stuart Grandy, University of New Hampshire</li> <li>• Dr. Kari Dunfield, University of Guelph</li> <li>• Dr. John Tooker, Penn State</li> </ul>
3:00pm	<p><b>Cover crop coffee break: Weeds, Herbicides and Cover crops</b> Zoom meeting Open discussion</p>
7:00 – 9:00pm	<p><b>When More Isn't Better: Balancing Efficiency And Resilience In Agriculture</b> Keynote: Roger Martin, Professor Emeritus, Rotman School of Management, UofT joined by Mel Luymes, Principal, Headlands Ag-Enviro</p> <p>Panel discussion:</p> <ul style="list-style-type: none"> <li>• Crystal Mackay, Loft32</li> <li>• Dan Petker, Petker Farms, CCA</li> <li>• Dr. Alfons Weersink, University of Guelph</li> <li>• Cher Mereweather, Provision Coalition</li> </ul>
<b>DAY 3, February 25, 2021</b>	
9:30 – 10:30am	<p><b>Cover Crops in Grain Cropping Systems</b></p> <ul style="list-style-type: none"> <li>• Dr. David Hooker, UofG Ridgetown Campus</li> <li>• Rodney Rulon, NACD</li> </ul>
10:45 – 11:45am	<p><b>Cover Crops in Vegetable Production Systems</b></p> <ul style="list-style-type: none"> <li>• Reid Allaway, Tourne-Sol Co-operative Farm</li> <li>• Dr. Julie Grossman, University of Minnesota</li> </ul>
12:00 – 1:00pm	<p><b>Cover Crops and Livestock</b></p> <ul style="list-style-type: none"> <li>• Marie Shea, Shealand Farms</li> <li>• Dan Breen, Breen Acres Family Farm</li> <li>• Dr. Melissa Wilson, University of Minnesota</li> </ul>
3:00pm	<p><b>Cover Crop Coffee Break: Cover crop management</b> Zoom meeting Open discussion</p>

## Evaluation Results

The majority of respondents were producers (34%) and notable percentage were university/college researchers (19%) working with/in the oilseed and grain industry (56%).

Those that attended the virtual sessions were satisfied with the program (97%).

The results showed a keen interest in virtual events with 87% of registrants indicating that future events should have a virtual component and 53% wouldn't have attended if not for a virtual option.

64% of those completing the evaluation plan to apply what they learned within the next year.

Research summaries (23%), Factsheets (21%), and videos (19%) were the types of resources that respondents would use to grow their understanding of sustainable soil management.

### Comments:

Most comments were positive regarding the session content and speakers. The grower panels were well received along with the provincial and state reports.

Most indicated that the virtual option was valuable and appreciated the recordings to view later when it fit their schedule. Many noted some technical issues with the platform.

*See full evaluation results attached.*

## Lessons Learned

### What went right

The collaboration with the Midwest Cover Crop Council (MCCC), Soils@Guelph, SCRCA, UTCA, GRCA, IFAO, EFAO, OSCIA and Ontario Soils Network was a true success. Each group was able to contribute their strengths in planning the event. It would not have been possible for one single group to have planned, organized, and delivered an event with the program offered.

*Lesson learned: when organizations come together with agreed upon objectives, great synergy occurs.*

The partnership with Soils at Guelph was a success. Combining resources with an internal group allowed for Business Development Centre and Soils at Guelph to showcase strengths in planning, promoting, delivering, and facilitating an event.

*Lesson learned: if possible, seek out partnerships to allow for each group to bring together their strengths, areas of expertise.*

The virtual only option was a success. The virtual option broadened the reach of the program. Participants from across Canada and United States took part in the program. The virtual option extended the knowledge translation and transfer (KTT) beyond what would have been possible with an in-person event.

*Lesson learned: virtual events create accessible content for a larger audience*

Seeking sponsorship and other cost-recovery options for the event ensured all expenses were covered and event stayed within allocated budget. The scope of the event was possible because of these measures.

*Lesson learned: sponsorship and other cost-recovery measures may be necessary for budget and scope considerations.*

## **What went wrong**

Low evaluation response rate. Even with incentives to complete the evaluation, there was a low rate. Evaluation responses are a valuable resource for feedback. With a low response rate, the statistical accuracy diminishes. A larger sample size provides a more accurate reflection of the group.

*Lesson learned: creative strategies needed to incentivize evaluation completion*

Technical issues with the production company's platform caused frustration for participants.

*Lesson learned: thorough real-world testing of technical software is needed and request references of equivalent audience sizes from companies for validation of requirements.*

The COVID-19 pandemic and related public health regulations resulted in cancelling the original in-person portion of the event. A great deal of time and effort had been spent planning and organizing an event that was cancelled.

*Lesson learned: including a virtual option for in-person events in original plans can reduce lost efforts*

## **What could have been improved**

More promotion of general sessions. The promotion was mostly focused on the keynote speaker. The evaluation results showed that participants really enjoyed the content of most sessions, especially the producer panels. More promotion on the general sessions, highlighting the producers that would share real world experiences, could have increased the participant numbers.

*Lesson learned: evaluate what sessions will have the most value to audience and promote accordingly.*

## Regional Soil Health Events Evaluations, Kemptville and Cobourg | March 10 and 11

### How would you best describe your occupation?

Farmer/ Producer	AgriBusiness Rep	Farm Advisor/ Consultant	Agriculture or Farm Organization	Government Staff/ Researcher	Other (specify)
42	9	8	6	1	Conservation Authority 2

### How would you best describe your industry type/commodity?

Crop Production		Livestock			
Oilseed/ Grain	Other crop farming (specify)	Beef cattle including feedlots	Dairy cattle and milk production	Hog and pig farming	Other animal production (specify)
41	hay and forage IP soybean/seed soybeans Forager fruit & veg hort & veg 5	2	3	0	poultry, beef, crops cover crops for rotational grazing of cattle goats poultry, meat goats 6

### What region or watershed do you farm in?

Victoria County	Stormont County (Nation/Raisin)
CKL	Dundas County
Northumberland County and Ganaraska	South Nation
Northumberland County and Ganaraska	South Nation
Ganaraska conservation authority	RVCA
lower Trent	Renfrew
Stirling-Randow Lower Trent	Eastern Ontario
Northumberland	Renfrew
Quinte West	Renfrew County
Prince Edward County	Dunda South Nation
Durham CLOCA	Prescott-Russell Glengarry
Peterborough County	South Nation
Northumberland	Navan
Quinte	
Peterborough County	
Durham-Lake Simcoe watershed	
KRCA	
Gananaska Region CA	
Grand River CA	

Durham/Lake Simcoe  
Lower Trent  
Northumberland County/Cobourg  
OPS  
Kawartha  
Lake Simcoe Durham  
Quinte  
Lake simcoe  
Durham

***Before attending this event, how would you rate your level of understanding or knowledge of the following from a soil health perspective:***

**Overall soil health related to your farm/business**

Poor	Fair	Good	Very Good
1	16	31	4

**Improving soil resilience in bad weather years**

Poor	Fair	Good	Very Good
1	20	26	3

**How to build a healthy soil microbiology**

Poor	Fair	Good	Very Good
2	29	19	1

**Soil Tests**

Poor	Fair	Good	Very Good
1	17	28	3

**Compaction**

Poor	Fair	Good	Very Good
1	23	26	1

**Manure handling**

Poor	Fair	Good	Very Good
2	15	21	3

**Erosion control**

Poor	Fair	Good	Very Good
0	15	32	4

***After attending this event, how would you rate your level of understanding or knowledge of the following topics:***

**Overall soil health related to your farm/business**

Poor	Fair	Good	Very Good
0	5	32	11

**Improving soil resilience in bad weather years**

Poor	Fair	Good	Very Good
0	7	34	9

**How to build a healthy soil microbiology**

Poor	Fair	Good	Very Good
0	7	34	9

**Soil Tests**

Poor	Fair	Good	Very Good
0	5	33	12

**Compaction**

Poor	Fair	Good	Very Good
0	6	36	5

**Manure handling**

Poor	Fair	Good	Very Good
1	10	26	6

**Erosion control**

Poor	Fair	Good	Very Good
1	3	35	8

***Please indicate the extent to which you agree or disagree with the following statements:***

**The format was an effective way to learn this information.**

Strongly Disagree	Disagree	Agree	Strongly Agree
0	0	39	10

**The presenters were knowledgeable about the subject matter and content.**

Strongly Disagree	Disagree	Agree	Strongly Agree
0	1	30	20

**The presenters delivered content in an effective and engaging manner.**

Strongly Disagree	Disagree	Agree	Strongly Agree
0	0	36	14

**The material was presented in a clear and logical way.**

Strongly Disagree	Disagree	Agree	Strongly Agree
0	0	35	15

**The materials were useful.**

Strongly Disagree	Disagree	Agree	Strongly Agree
0	1	31	13

**Overall, how satisfied were you with the event?**

Very dissatisfied	Dissatisfied	Satisfied	Very Satisfied
0	0	29	20

**Will you apply what you learned from this event?**

Immediately within 6 mths	6 mths to 1 yr	Between 1-2 years	Not sure/undecided
17	25	8	5

***What part of the workshop did you find MOST effective (and why)?***

soil compaction

strip till

all topics were of value, was nice to have multiple speakers in one session to keep afternoon session. More personal experiences, they are easily relatable.

erosion control/floatation/inflation seminars

talks by academics in the morning

soil biology

Aaron Bowman helpful points. Cover crops, drainage, earthworms

compaction, cover crops

Cynthia Kallenbach - very technical but useful to understand the action of decomposing organic matter

Eileen

More nitrogen uptake with more soil organic matter; farm speakers good

cover crops, manure handling and storage

networking

Both speakers and concurrent sessions were quite effective.

I enjoyed hearing from the panel of 3 people on cover crops, improving soil health, tillage, etc on different farming operation

understanding soil test, a lot of information on them can be hard to interpret  
Good workshop, compaction presentation was good from actual users, other  
topics were good with data presented

soil is alive. Very good info and actual results to look at. Good speaker.

general sessions - more indepth knowledge

roundtable

Cynthia only presentation above basic level

panels were practical

How to build a healthy soil microbiology

Panels very practical

Liked farm panels to see what is working on farm.

all. Different topics about soil health. Good day.

Professors most knowledgable

microbiology

afternoon session - heard systems that are working in the real world

knowledgable speakers

farmer panel

well organized. Kept on time.

panel discussion

cover crops, earth wrms...

Cynthia Kallenbach; enjoy hearing about soil microbiology

***What part of the workshop did you find LEAST effective (and why)?***

marketing strategies

erosion control breakout speakers did broad topic speech of operation not on erosion control (lacked depth)

we have no livestock so have no ezzy work for covers

none

Jake and Sebastian....only because I knew it before.

manure mgt

All was important material in a short-time. I will go watch videos.

none

getting started with soil health abd soil is alive (hard to follow not a university course)

all good

Sebastian Belliard - well presented but not very useful in terms of practicality. Jake was more useful.

none

Folks like Cynthia Kallenbach, need to copresent with agronomist with agronomist of farmer to better articulate her message in layman's terms

session 2 3 speakers way off topic, many other speaker/sites could have been looked at that would be relevant

panels were good but not enough new information for myself; I don't need a reminder of what I just heard  
the microbiology with organic; organic isn't important to me

OMAFRA presentations very basic

soil testing

Grower panel - good to get different perspectives (not why)

the summary at the end. I'd prefer if the time was spent with a discussion.

too much to learn with less interactivity

soil alive, building microbiology, mostly lab studies, was real world

one unprepared speaker about manure management. Didn't seem to have put in effort or relate to the topic  
was knowledgeable though

***General Comments - Any comments you have about the course or speakers, or any additional training you might be interested in.***

soil scouting

make sure speakers stay on scope

well done lots do it every year please

what interests me is the link between fertilizer application and important soil microbes, fungi, bacteria, etc.

more focus on Regenerative agriculture

affordable soil testing; incorporating livestock

excellent; good for CEU and CCA. Thank you

Would have liked to hear all of concurrent topics

Thank you. Excellent Day !!)

great workshop. Hope one next year.

Interested in more info on soil health measures that can be made on-farm to monitor progress and impact of management changes.

Excellent Day!

I liked Cynthia's delivery style, likeable but struggled to follow the content at times.

Good workshop.

why is Allan Kruszel here talking?

some audio equipment trouble

Thank you for organizing

wonder about fungicides and soil fungi

P.S. please include water jugs at coffee station as well.

perfect length

it was fine.

more question and discussion time

round tables suck

## Activity 2: Western Regional Event Midwest Cover Crops Council (MCCC) Conference General Registrant Survey Results February 23 - 25, 2021

**Q1 - Have you attended the Midwest Cover Crops Council (MCCC) conference before?**

Answer	%	Count
Yes	38.33%	23
No	61.67%	37
<b>Total</b>	<b>100%</b>	<b>60</b>

**Q2 - How did you find out about the conference?**

Answer	%	Count
Social media	20.29%	14
Print media	8.70%	6
Newsletter	5.80%	4
Friend/Colleague	39.13%	27
Other (specify)	23.19%	16
Email from John Cranfield, OAC Dean's Office	2.90%	2
<b>Total</b>	<b>100%</b>	<b>69</b>

<b>Other (specify) - Text</b>
Email
Soils at Guelph email
Omafra spealists
through mccc
MCCC listserv reminder
Communication from the MCCC
MCCC member
Email through the MCCC listserv
MCCC Board Member
Farmer Advance Newspaper
email
emails from MCCC
As sponsors we were allowed to attend
advisor
Email from OAC
Agency Email

### Q3 - Where are you attending from?

<b>Answer</b>	<b>%</b>	<b>Count</b>
Ontario	50.00%	29
Outside Canada (State or Province)	43.10%	25
Other Canadian Province or Territory	6.90%	4
Total	100%	58

<b>Other Canadian Province or Territory - Text</b>
Alberta
NB

Nova Scotia
MB

<b>Outside Canada (State or Province) - Text</b>
Iowa
Illinois
Indiana
Michigan
Iowa
Iowa
Indiana
Missouri
Michigan
Indiana
Michigan
North Dakota
Michigan
North Carolina
Iowa
MN
Illinois
Wisconsin
VA
Michigan
Michigan
North Carolina
Iowa, USA

**Q4 - Are you a graduate of the Ontario Agricultural College?**

Answer	%	Count
Yes	34.48%	20
No	65.52%	38
Total	100%	58

**Q5 - How would you best describe your occupation? (check all that apply)**

Answer	%	Count
Farmer/Producer	33.78%	25
Other	13.51%	10
Agri Business Representative	9.46%	7
Farm Advisor/Consultant	5.41%	4
Agriculture or Farm Organization	10.81%	8
Conservation Authority	2.70%	2
University/College Researcher	18.92%	14
Student	5.41%	4
Media	0.00%	0
Total	100%	74

Other - Text
USDA NRCS
Retired USDA researcher
US Dept of Agriculture, Natural Resource Conservation Service (NRCS)
Extension
USDA-NRCS
USDA Conservationist
Retired from ag industry
Extension Educator
Government
USDA

**Q6 - If you farm in Ontario, what region or watershed do you farm in?**

<b>If you farm in Ontario, what region or watershed do you farm in?</b>
Lambton County
Grand River Watershed in Waterloo Region
Saugeen Valley Bruce County
St. Clair watershed (Lambton County)
huron county
Huron
Saugeen / Maitland
Dufferin Cty Nottawasaga watershed
upper thames
st clair
Upper Thames
Durham Region (Carruthers Creek watershed)
Lower Thames
Grand River
Ausable Bayfield
Waterloo
Nottawasaga Conservation Authority
Bruce Cty - Saugeen Valley CA
Stormont County
Sorry I have no idea
Middlesex

**Q7 - How would you best describe your industry type/commodity/research?  
(Check all that apply)**

<b>Answer</b>	<b>%</b>	<b>Count</b>
<b>Oilseed and Grain</b>	56.10%	23
<b>Vegetable</b>	4.88%	2
<b>Other crop farming (specify)</b>	9.76%	4
<b>Beef Cattle including feedlots</b>	7.32%	3
<b>Dairy Cattle and milk production</b>	4.88%	2
<b>Hog and pig farming</b>	7.32%	3
<b>Other animal production (specify)</b>	9.76%	4
<b>Equipment Dealer</b>	0.00%	0
<b>Total</b>	100%	41

<b>Other crop farming (specify) - Text</b>
Forages
crop research
cash crop hay
Hay

<b>Other animal production (specify) - Text</b>
Sheep
broiler chicken
Poultry -Layers
Milked cows for 41 years until 2016

**Q8 - What are your trusted sources of information? Drag and drop to rank importance (1 is most important)**

Question	1	2	3	4	5	6	7	Total
<b>Crop Advisors</b>	25.00% 6	8.33% 2	29.17% 7	12.50% 3	20.83% 5	4.17% 1	0.00% 0	24
<b>Input suppliers</b>	12.50% 3	16.67% 4	8.33% 2	29.17% 7	4.17% 1	29.17% 7	0.00% 0	24
<b>Farmers</b>	16.67% 4	12.50% 3	29.17% 7	8.33% 2	29.17% 7	4.17% 1	0.00% 0	24
<b>Farm Organizations</b>	0.00% 0	16.67% 4	12.50% 3	16.67% 4	25.00% 6	25.00% 6	4.17% 1	24
<b>Government Extensions</b>	25.00% 6	20.83% 5	12.50% 3	8.33% 2	16.67% 4	16.67% 4	0.00% 0	24
<b>University/College Researchers</b>	20.83% 5	25.00% 6	8.33% 2	25.00% 6	0.00% 0	20.83% 5	0.00% 0	24
<b>Other (Specify)</b>	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.17% 1	0.00% 0	95.83% 23	24

**Q9 - Please rate the events you attended on Day 1 (Tuesday February 23)**

Question	Did not attend	Excellent	Good	Poor	Terrible	Total
<b>MCCC Annual Meeting</b>	43.10% 25	25.86% 15	31.03% 18	0.00% 0	0.00% 0	58
<b>Finding Common Ground on Cover Crops</b>	37.93% 22	27.59% 16	34.48% 20	0.00% 0	0.00% 0	58

**Q10 - Please rate the events you attended on Day 2 (Wednesday February 24)**

Question	Did not attend	Excellent	Good	Poor	Terrible	Total
<b>How Cover Crops Saved The Farm</b>	17.24% 10	36.21% 21	44.83% 26	1.72% 1	0.00% 0	58
<b>Cover Crops and Cash Flow</b>	17.24% 10	43.10% 25	36.21% 21	3.45% 2	0.00% 0	58
<b>Knowing What We Don't Know About Soil Biology</b>	17.24% 10	46.55% 27	36.21% 21	0.00% 0	0.00% 0	58
<b>Cover Crop Coffee Break: Weeds, Herbicides and Cover Crops [Zoom Meeting]</b>	44.83% 26	25.86% 15	25.86% 15	3.45% 2	0.00% 0	58
<b>When More Isn't Better: Balancing Efficiency and Resilience in Agriculture, OAC'59 Future Thinkers Keynote Conversation</b>	41.38% 24	36.21% 21	15.52% 9	5.17% 3	1.72% 1	58

**Q11 - Please rate the events you attended on Day 3 (Thursday February 25)**

Question	Did not attend		Excellent		Good		Poor		Terrible		Total
Cover Crops in Grain Cropping Systems	17.24%	10	51.72%	30	29.31%	17	1.72%	1	0.00%	0	58
Cover Crops in Vegetable Production Systems	48.28%	28	22.41%	13	27.59%	16	1.72%	1	0.00%	0	58
Cover Crops and Livestock	46.55%	27	25.86%	15	25.86%	15	1.72%	1	0.00%	0	58
Cover Crop Coffee Break: Cover Crop Management [Zoom Meeting]	53.45%	31	24.14%	14	20.69%	12	1.72%	1	0.00%	0	58

**Q12 - How many of the speakers were you satisfied with?**

Answer	%	Count
All	43.10%	25
Most	51.72%	30
A few	5.17%	3
None	0.00%	0
Total	100%	58

**Q13 - Please provide any additional feedback you have about the general conference sessions or speakers**

<b>Please provide any additional feedback you have about the general conference sessions or speakers</b>
I enjoyed the 2 sessions I sat in on - only thing I would say is they felt short, maybe another 30 minutes or hour with another 1-2 speakers would have provided more info.
I have not heard all the sessions, so your survey is inappropriately answered by me at this time. However, the one thing I see lacking is the reality of economics and science. Researchers and farmers doing this stuff are all giving anecdotal comments. If we are going to get real action on paying farmers to employ cover crops, real soil data on organic matter needs to be made. Yes it takes time. We need methods to monetize this practice. Just talking about it doesn't pay bills.
It would have been nice to have more time allotted for questions/answers. Or allow attendees to submit questions that speakers can answer after the session was over..
was disappointed with Roger Martin interview. looked like it was pre-taped. Unable to ask questions.
excellent source of information, other than the short internet problems delays, overall it was great would signup again
had more neg. playback issues than i had at ontario farm conf and innovative farmers
Thought the conference was great. Because it was virtual, it let any attend who normally may not.

online was a good format and having the presentations available after - provides me the flexibility to watch when I can
over well done
Recommend that State/Province reports should be about overall CC efforts, not just your research plot.
Enjoyed the two Keynotes and speakers thought provoking discussions.
Great conference.
Excellent mix of producers and academic
knew little about CC going in but will start using some slowly
Technical difficulties were annoying but understandable in the COVID era.
I've very glad you are keeping this videos out for replay. This is very useful as I juggle many events at once.
I think more effort needs to be put into preparing speakers ahead of time. I think a cohesive message across the conference is important and I felt like every farmer who spoke was just doing their own thing. Some kind of cohesive messaging on a theme that was preplanned would have been helpful!
I really appreciate hearing the state/research updates as well as the diverse commodity and enterprises. It's very helpful to hear the producer's perspective. I especially liked the discussion on COVID impacts and future thinking--how does soil health fit into the larger/future picture.
I'm sure everyone noticed the technical issues so that could be improved on.I really got a lot of valuable information from the state and provincial reports and was especially interested in the ways various areas fund their soil health initiatives
It would be nice to see if we could narrow the selection of cover crops and do a ranking on most beneficial to least.
It was excellent, great job, thanks
Great conference. Most speakers did an excellent job - its difficult to give a 10-15 minute presentation on a subject you are passionate about! Great to hear what other folks are working on.
I found the Whova app to be very bandwidth hungry. When i switched to Zoom it was better. But did like all the connectivity associated with Whova
I thought the interviewer for Roger Martin was very poor. She talked too much and did not give Roger enough room to explain the essence of his book.
It would be nice to see a greater diversity in speakers in the future.
Excellent event, lots of good info, delivery system worked well.
I was not able to attend the webinars live so had to catch recordings. It would be helpful to let people know where each session starts on the recordings if we only want to catch a couple talks. The meeting I wanted to hear especially on cover crops and weed management, I did not see a recording of this when I checked unfortunately. Although I appreciate hearing farmer experiences, I was dissappointed to not have more research presented in what I attended. We know cover crops can be a great thing, but I wanted more in depth on things like how much biomass do I need to get x benefit...or what happens to pest popuulations, etc.
I thought that the sessions were full of interesting and important information. Even though there were a few technological issues, they seemed to have been resolved quickly. Though it would be nice to be in person, the virtual platform allowed for flexibility, which worked well for my schedule.
Grower presentations were very good.
I had technical issues. The presentations would stop and it too me a while to figure out that I needed to refresh the window.

No instructions were sent to me on how to login.
looking forward to the recordings, schedule did not permit live viewing
It's hard to be actively engaged at the end of the day. The late sessions were difficult for me to attend.
The technical issues were a really big problem
Some technical difficulties and were able to overcome issues
I thought it was very well done

**Q14 - In a normal year, would you have attended the MCCC Annual Meeting if it wasn't available virtually?**

<b>Answer</b>	<b>%</b>	<b>Count</b>
<b>Yes</b>	46.88%	15
<b>No</b>	53.13%	17
<b>Total</b>	100%	32

**Q15 - Future MCCC Annual Meetings should be available:**

<b>Answer</b>	<b>%</b>	<b>Count</b>
<b>In-Person</b>	12.50%	4
<b>Virtual</b>	3.13%	1
<b>Both In-Person and Virtual</b>	84.38%	27
<b>Total</b>	100%	32

**Q16 - I can see how Roger Martin's ideas can be applied to the agri-food industry.**

<b>Answer</b>	<b>%</b>	<b>Count</b>
<b>Strongly agree</b>	33.33%	11
<b>Somewhat agree</b>	45.45%	15
<b>Neither agree nor disagree</b>	21.21%	7
<b>Somewhat disagree</b>	0.00%	0
<b>Strongly disagree</b>	0.00%	0
<b>Total</b>	100%	33

**Q17 - The conversation with Roger Martin challenged me to change something I am doing in my life or work.**

Answer	%	Count
Strongly agree	15.15%	5
Somewhat agree	45.45%	15
Neither agree nor disagree	33.33%	11
Somewhat disagree	3.03%	1
Strongly disagree	3.03%	1
<b>Total</b>	<b>100%</b>	<b>33</b>

**Q18 - The panel discussion with Dan Petker, Cher Mereweather, Crystal Mackay, and Alfons Weersink, helped apply Roger Martin's ideas to the agri-food industry,**

Answer	%	Count
Strongly agree	31.25%	10
Somewhat agree	40.63%	13
Neither agree nor disagree	25.00%	8
Somewhat disagree	3.13%	1
Strongly disagree	0.00%	0
<b>Total</b>	<b>100%</b>	<b>32</b>

**Q19 - Please indicate your knowledge of cover crops before and after attending the MCCC conference**

Question	Excellent	Very Good	Good	Neither good nor bad	Bad	Very Bad	Terrible	Total
Knowledge Before	9.09% 5	30.91% 17	40% 22	18.18% 10	1.82% 1	0% 0	0% 0	55
Knowledge After	10.91% 6	45.45% 25	40% 22	3.64% 2	0.00% 0	0% 0	0% 0	55

\*Understanding improved:  $(6+25)/(55-22) = 0.94$

**Q20 - Do you intend to apply what you have learned at the conference:**

Answer	%	Count
<b>immediately (within the next 6 months)?</b>	38.18%	21
<b>within 6 months to 1 year?</b>	25.45%	14
<b>between 1-2 years?</b>	10.91%	6
<b>not sure/undecided?</b>	25.45%	14
<b>Total</b>	100%	55

**Q21 - Do you intend to implement a new or revised practice, method or protocol because of something you heard at this conference?**

Answer	%	Count
<b>No</b>	60.00%	33
<b>Yes (specify including number of acres affected)</b>	40.00%	22
<b>Total</b>	100%	55

<b>Yes (specify including number of acres affected) - Text</b>
think it was Dan Breen's idea to plant radish or fava beans as a bio-strip and then no-till corn into that residue the following year. Will just try this on 10 acres for the first time. idea to plant radish or possibly faba beans as a bio-s
100
start with 20 acers
doing covers since 2011 happy with results
500
bio strip till on 10-20 acres
65
400
40
going to start using CC
100
Rotate cover Crop species

100
less tillage on all acres
80
50
Possibly
350
Not applicable
250
300
25

**Q22 - I preferred this virtual event platform to an alternative virtual event platform (eg. Zoom or Microsoft Teams).**

Answer	%	Count
Strongly agree	21.82%	12
Somewhat agree	10.91%	6
Neither agree nor disagree	40.00%	22
Somewhat disagree	16.36%	9
Strongly disagree	10.91%	6
Total	100%	55

**Q23 - I preferred the conversational style to lecture style sessions.**

Answer	%	Count
Strongly agree	27.27%	15
Somewhat agree	38.18%	21
Neither agree nor disagree	27.27%	15
Somewhat disagree	5.45%	3
Strongly disagree	1.82%	1
Total	100%	55

**Q24 - I plan to watch the recorded sessions.**

Answer	%	Count
Strongly agree	45.45%	25
Somewhat agree	36.36%	20
Neither agree nor disagree	9.09%	5
Somewhat disagree	5.45%	3
Strongly disagree	3.64%	2
Total	100%	55

**Q25 - The registration process was easy.**

<b>Answer</b>	<b>%</b>	<b>Count</b>
<b>Strongly agree</b>	58.18%	32
<b>Somewhat agree</b>	30.91%	17
<b>Neither agree nor disagree</b>	9.09%	5
<b>Somewhat disagree</b>	1.82%	1
<b>Strongly disagree</b>	0.00%	0
<b>Total</b>	100%	55

**Q26 - The cost of registration was:**

<b>Answer</b>	<b>%</b>	<b>Count</b>
<b>too high</b>	1.82%	1
<b>too low</b>	3.64%	2
<b>just right</b>	94.55%	52
<b>Total</b>	100%	55

**Q27 - Future conferences should be available:**

<b>Answer</b>	<b>%</b>	<b>Count</b>
<b>In-Person</b>	7.27%	4
<b>Virtual</b>	5.45%	3
<b>Both In-Person and Virtual</b>	87.27%	48
<b>Total</b>	100%	55

**Q28 - Please provide any comments you have about the virtual conference format**

<b>Please provide any comments you have about the virtual conference format</b>
I think the virtual format allows for more people to have access to the conference and it can reach a larger audience of people directly and indirectly working with cover crops. Even without a pandemic, I would not have been able to attend the conference if it was not in a virtual format.
your conference was well worth the time I spent listening . Lots of very knowledgeable speakers.
There were a few technical glitches but overall I was pleased.
the simple fact that if something comes up you can watch it at a later date makes sense for me
did all on demand
My only complaint was a the times. Lunch time (12-1) did not work.
I mentioned above that I like the flexibility provided by virtual. I wouldn't have been able to attend if it was only in person.
While I like to attend MCCC Conf, it depends on location and my schedule, virtual allowed me to attend. From previous experience, it appears that Zoom or Teams work better - issues with echoes, transfers and audio.
The organization/platform seemed to have a number of technical issues that at times detracted from the excellent content of the conference.
Great conference minus technology hiccups
Some choppy-ness but acceptable
none
Enjoyed Canadian perspective and missed visiting in person. I will not always be able to attend in person in future, so having both in-person and virtual available is good, if it does not increase costs too much. It would be Ok if not live but just recorded.
At times I had some audio and video connection problems
The platform that was used was glitchy and fell apart completely several times during the conference which made me think Zoom should have been used instead. Also, I had no idea who else was attending sessions and couldn't direct message people which was annoying. I would have enjoyed communicating with people directly through chat (direct message) the way I do during zoom farmer conferences. E.g. Underground Innovations. I am sure the university required you to use the software you used, but it made for a less interactive program.
This was my first experience with this platform. For the most part it was intuitive and easy to use. There were some standard connection/streaming issues that are to be expected. There was some challenges when navigating between speakers when the audio wasn't as quick as it could be to kick in. But overall, I feel the platform worked well.
I have attended 3 large virtual conferences in the past 6 months, Canadas Outdoor Farm show, Ontario Ag Conference and MCCC21 with all due respect I thought OAC was the most user friendly and comfortable experience.
It was very good
I felt a little uncomfortable being in a waiting room to speak as a speaker and not being able to see my audience (as one might in a zoom call) but I understand this format. And it was slightly nicer than a pre-recorded session
I like the flexibility to look at the presentations in your preferred time and to look back at some of the presentations

It was good
Few technical hitches but it was great to still be able to "meet"
I really miss the hallway discussions after wards
worked very well , I wouldn't likely drive to Ohio to participate , may have drove to Guelph.
I hope virtual continues as normally I would never be able to attend this event in person as it is a crazy time of year for me and other educators doing our own programming during this time.
Any technological issues were addressed quickly and I appreciated the flexibility the virtual conference allowed.
Transmission generally good. Not too much inadvertent over talking. Good cross section of presenters.
With most video conferences of this size technical problems are inevitable, as was the case with this conference. hopefully I can watch the recorded vide to see what I missed due to technical problems
As an employee of a government agency, I appreciated the virtual format in that it allowed me to justify attending a conference that otherwise would have likely been too costly because of travel and would have taken additional time away from work during a busy time of the year.
glitchy tech
There were quite a few technical glitches that distracted from the presentations.
The service used was very poor, too many technical glitches, moderators seemed to not know what was going on or what was showing on the screen
Some technical issues
I thought it was good and engaging. sometimes the audio cut out

**Q29 - What types of resources would you use to grow your understanding of sustainable soil management? (select all that apply)**

<b>Answer</b>	<b>%</b>	<b>Count</b>
<b>Newsletters</b>	16.11%	24
<b>Fact Sheets</b>	21.48%	32
<b>Videos</b>	19.46%	29
<b>Infographics</b>	8.72%	13
<b>Podcasts</b>	10.74%	16
<b>Research Summaries</b>	22.82%	34
<b>Other (specify)</b>	0.67%	1
<b>Total</b>	100%	149

<b>Other (specify) - Text</b>
Websites