**Northeast Cover Crop Council Meeting Agenda**

USDA National Agricultural Library: 10301 Baltimore Avenue, Beltsville MD 20705

Wed., Nov. 16: 8:00 am - 5:00 pm

AGENDA - Wednesday, November 16

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| **TIME** | **ACTIVITY/ITEM** |
| 8:00 | Breakfast available |
| 8:30 | Convener’s welcome: Why are we here and what are we trying to accomplish? (Steven Mirsky)* Introduce Victoria Ackroyd and Joseph McIntyre
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| 8:40  | Facilitator’s welcome* Agenda review
* Ground rules
* Decision rules
 |
| 8:50 | Participant introductions |
| 9:10  | How we got here: Recap of first meeting of group and context for the day (Victoria) |
| 9:20  | The strategic context for the Council, Part 1: The farmer and external context we operate in* Drivers and restraints to cover crop adoption
* Work in groups of 6
* Identify top 2 drivers and constraints, put on post-it notes (15)
* Harvest (20)
 |
| 10:00  | The strategic context for the Council, Part 2: Our internal capacity to drive cover crop adoption* Strengths and weaknesses in the cover crop adoption support network
* Identify top 2 strengths & weaknesses, put on post-it notes (20)
* Harvest (20)
 |
| 10:45 | BREAK |
| 11:00 | The strategic context for the Council, Part 3: Our north star* What is success for us?
* Dialogue (15)
* Harvest (15)
 |
| 11:30 | The strategic context for the Council, Part 4: The opportunity* Where are the best places for us to increase adoption?
* Small groups work together (20)
* Capture and theme (20)
 |
| 12:15 | LUNCH |
| 1:15  | How we work together: Mission* Review strawman mission statement (Victoria) (5)
* Town hall dialogue (15)
* Group consent (10)
 |
| 2:00 | How we work together: Governing structure & leadership* Review proposal for governance (Victoria) (15)
* Small group discussions (at tables) (15)
* Suggestions and comments from each table (20)
* Group consent (10)
* Solicit volunteers to serve on governing bodies (nominate farmer and ag industry representatives) (sign-up over break on flip chart with states or regions identified)
 |
| 3:00 | BREAK |
| 3:15  | Preview of website (Victoria)* Collect suggestions from group on functionality
 |
| 3:45 | Cover crop planning tool* Review of Midwest Cover Crop Council cover crop planning tool (20)
	+ Why use the MCCC planning tool (IP, independence, customizable, updatable)
	+ Funding constraints
* Town hall dialogue (30)
* Identify one point-person per state to coordinate modification effort in that state or latitude (25)
 |
| 5:00 | Adjourn |

**Northeast Cover Crop Council Meeting Agenda**

USDA National Agricultural Library: 10301 Baltimore Avenue, Beltsville MD 20705

Thurs., Nov. 17: 8:00 am - 3:30 pm

AGENDA - Thursday, November 17

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| **TIME** | **ACTIVITY/ITEM** |
| 8:00 | Breakfast |
| 8:30  | Welcome back: Goals for today (Steven) |
| 8:35 | Charting forward: Two products under way* Proposed joint research project to conduct meta-analysis on already-existing data (Steven, 20)
* Cover crop mixture seeding rate tool (Paul Salon, 10)
 |
| 9:05 | New ideas for research: Self-organizing small groups* Introduce process for self-organizing small groups (10)
* Proposals for small groups (10)
* Small groups meet (40)
* Small group report backs (25)
 |
| 10:30 | BREAK |
| 10:30 /60 | Funding our work* Overview and general proposal for budget, staffing, and funding (Steven) (20)
	+ Start-up funding from Universities to establish the NECCC
	+ NRCS involvement
	+ Industry support
	+ Longer-term funding patterns
* Town hall: options & suggestions for future funding? (40)
 |
| 11:30 | Closing Thoughts from Participants* What are your final impressions?
 |
| 12:00 | LUNCH |
| 1:00 | Adjourn to Field Tour |