**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 |
| 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 |