

2019 Reaching For Excellence Award Summaries

RFE Applications

- **Indiana Corn: Infield Advantage**
 - Program offered to Indiana growers as a joint project of Indiana commodity groups, multiple local, state, and national agencies and NGOs.
 - INfield Advantage (INFA) is a collaborative opportunity for farmers to collect and understand personalized, on-farm data to optimize their management opportunities to, ultimately, improve their bottom line and benefit the environment.
 - INFA provides participants access to tools to collect and analyze field specific data.
 - Peer to peer group discussions and local aggregated data allows participants to make more informed decisions and implement personalized best management practices.
 - An operations committee consisting of staff from the Indiana Corn Marketing Council, the Indiana Soybean Alliance, the Indiana State Department of Agriculture, an independent agronomist, and Purdue Extension collaborate and seek farmer feedback to build new partnerships and implement new trials into the program.
 - INfield Advantage also works with the Soil Health Partnership, state livestock organizations and agribusiness partners such as Ceres Solutions, Beck's Hybrids, and Premier Ag to implement nutrient management and cover crop trials.
 - INfield Advantage also works to increase awareness of the Indiana Agriculture Nutrient Alliance. The Indiana Agriculture Nutrient Alliance is a multi-partner effort that was brought together to increase nutrient management and soil health practices in Indiana that improve farm viability and reduce nutrient loss to water.

- **Ohio Corn & Wheat: Support, Engage, Recover (2019 Winner)**
 - Championed the creation of a new health and insurance partnership for our members.
 - Worked with companies in the free market who review current individual health care plans and search the market for better, comprehensive plans, and more affordable insurance.
 - Launched a series of Family Farm Days – events meant to bring farmers and their families together to give them something to celebrate in tough weather year
 - Visited more than 20 current / former members of the Association including past board members who may not be as active as they were in previously.
 - Provided an opportunity to check-in, listen to concerns and provide a personal touch.
 - We partnered with Rabobank, who engaged with larger operations, several of which had difficulties with institutions that were once local/community banks.

- We also partnered with ARM (Ag Resource Management), which is dedicated to helping new growers, smaller operations and growers with financial or credit difficulties.
- These working relationships enable our members to make thoughtful, informed financial decisions — this was especially important in 2019 and as growers look to 2020.

- **Indiana Corn: Bacon Bar and Brunch at the Capitol**
 - A free two-hour event created an opportunity for farmer members to engage with state lawmakers on farm policy issues
 - Served over 1,200 pieces of bacon and completely ran out by serving over 300 farmers, legislators, and staff.
 - Event featured pork bacon, duck bacon, beef bacon, and other unique flavors of bacon like jalapeno, candied, and cranberry.
 - Record number of legislators and staff attended

- **Texas Corn Producers: Farm Bill Decision Aid Workshops**
 - TCP's eight regional workshops helped producers, owners/operators, FSA employees, extension agents, crop insurance agents, ag lenders and other interested parties leave with a greater knowledge of the programs and tools to aid in making an educated decision on which program to elect.