



COVER CROP TRAINING

WORKING WITH FARMERS FOR COVER CROP SUCCESS



[Date]

[Location, City, State]

9 AM – 12 PM

MORNING SESSION: FOCUS ON COVER CROP MANAGEMENT

WHAT GOT US HERE, WON'T GET US THERE

Soil Health overview and a look into where we are headed

FROM SOIL HEALTH MESSAGE TO ON-FARM IMPLEMENTATION

- Roadblocks to adoption
- Setting realistic goals
- What to do or NOT to do when sharing anecdotes from innovators
- How to help growers understand the proper mindset for successful adoption

DO COVER CROPS PAY?

- Strategies for making cover crops pay
- Examples from Steve's farm
- Opportunities in cover crop services

TIPS AND TRICKS THAT MAKE COVER CROPPING STRATEGIES SUCCESSFUL

- Considerations for planting green
- Ways to plant cover crops faster in the fall
- Cover crops after Wheat/Soybeans
- Multi-species cover crops
- TBD...

12 PM – 1 PM

LUNCH

1 PM – 3 PM

AFTERNOON SESSION: FOCUS ON COMMUNICATION

HOW TO TALK TO YOUR CUSTOMERS ABOUT COVER CROPS (AND REMAIN THEIR SERVICE PROVIDER!)

- How to respond to 'Cover crops won't work around here'
- Mistakes cover crop seed salespeople need to avoid

KEYS FOR A SUCCESSFUL COVER CROP FIELD DAY

Q&A



Thanks to our funders and partners!