The Virginia Soil Health Coalition
First Quarterly Meeting
July 26, 2021
1:00-3:30 PM

Agenda

1:00-1:15: Welcome!
   - Welcome from Dr. Ed Jones, Director of Virginia Cooperative Extension

1:15-2:00: Panel of Farmers: Transitioning to Soil Health
   - Anne Geyer, Agriberry Farm, Hanover, VA
   - Daniel Austin, Green Sprig Ag, Rocky Mount, VA
   - Doug Fifer, Farmer, Mount Solon, VA
   - Jacob Gilley, Heaven’s Hollow Farm in Madison, VA
   - Facilitator: Becky Szarsynski, Mentor Coordinator with Virginia Forage and Grassland Council and Farmer, Mountain Glen Farm, Fairfield, VA

2:00-2:30: Coalition Updates
   - Introduction of Virginia Soil Health Coalition Steering Committee
   - Tracking and evaluating the Coalition (Dr. Rory Maguire)
   - 4TheSoil Awareness Initiative (Eric Bendfeldt)
   - Integration of soil health into DCR VACS Program (Robert Shoemaker and Amy Walker)

2:30-3:00: Topic Area Breakouts
   - Training & Technical Assistance: This breakout will explore opportunities to develop, expand and coordinate training and education around soil health in Virginia. What gaps and needs exist around soil health training and how can the Coalition play a role in filling those gaps.
   - Marketing & Economics: This breakout will explore opportunities for continued marketing and promotion of both the Coalition and the 4 The Soil Awareness Initiative. It will also discuss potential pilots of consumer facing outreach of 4 The Soil and other communication opportunities. There will also be the opportunity to learn about new research on soil health marketing and economics.
   - Soil Health Measurement & Evaluation: This breakout will explore measurements, tests and indicators that we can use to define healthy and unhealthy soils, provide nutrient recommendations, and interpret biological activity.

3:00-3:15: Round Robin: Summary of Breakouts

3:15-3:30: Next Steps and Opportunities

3:30: Adjourn