HEALTHY SOIL.  
CLEAN WATER.  
Viable farms.
The Indiana Agriculture Nutrient Alliance (IANA) is dedicated to keeping Indiana at the forefront of proactive nutrient management and soil health practices that improve farm viability and, ultimately, reduce nutrient loss to water.

Aggressive nutrient reduction targets have been set nationally in waterways Indiana’s croplands drain to, like the Gulf of Mexico and Western Lake Erie Basin. Across the state, a large number of public and private sector agencies and organizations are working toward the same goal — reducing nutrient loss and improving water quality. IANA will focus on bridging multi-partner efforts to create practical, cohesive and significant effect across Indiana.

To encourage Indiana farmers to achieve statewide practice adoption goals, IANA will provide collaboration, education and research opportunities and information.

SHARED SOLUTIONS
Focused efforts for greater success – To further the adoption and implementation of practices that optimize nutrient use efficiency and enhance soil health, IANA will focus on four main areas:

1. **Foundation: SHARED GOALS**
   Establish goals for statewide practice adoption that encourage fertilizer and nutrient loss reductions

2. **Collaboration: SHARED OPPORTUNITIES**
   Communicate IANA partnership organizations’ efforts to strengthen synergies and maximize awareness, support and implementation of strategic objectives

3. **Education: SHARED INFORMATION**
   Develop best management practice (BMP) educational materials for our farmers and stakeholders to encourage fertilizer and nutrient loss reductions

4. **Research: SHARED OUTCOMES**
   Assist partners with pursuing collaborative nutrient-focused research, identifying synergies and compiling outcomes
**SETTING GOALS TO ACCOMPLISH MORE**

Under the coordination of IANA, strategies addressing agriculture’s efforts to improve nutrient management and soil health on Indiana farms will be developed. Those strategies will be based on common-sense goals that move Indiana forward toward mutually beneficial outcomes. Determining these goals is critical to setting a strong path toward success.

By aligning around sets of practice adoption goals, Indiana agriculture can collaborate around strategies to address the barriers that keep farmers from utilizing these practices on their farm. The goals are adaptive, enabling farmers to consider them in the context of their own operations and progressively adopt them in a way that matches their farm.

<table>
<thead>
<tr>
<th>Goals for Indiana farmers by 2025:</th>
</tr>
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<tbody>
<tr>
<td><strong>Nutrient Management</strong></td>
</tr>
<tr>
<td>Regularly perform soil sampling</td>
</tr>
<tr>
<td>100%</td>
</tr>
<tr>
<td>Implement plans for nutrient</td>
</tr>
<tr>
<td>management</td>
</tr>
<tr>
<td>100%</td>
</tr>
<tr>
<td><strong>Application Timing</strong></td>
</tr>
<tr>
<td>Apply nutrients to frozen or</td>
</tr>
<tr>
<td>snow-covered ground as a last</td>
</tr>
<tr>
<td>resort</td>
</tr>
<tr>
<td>100%</td>
</tr>
<tr>
<td>Apply nutrients to crops at-</td>
</tr>
<tr>
<td>planting or post-emergence</td>
</tr>
<tr>
<td>75%</td>
</tr>
<tr>
<td><strong>Soil Health</strong></td>
</tr>
<tr>
<td>Increase green-living cover crop</td>
</tr>
<tr>
<td>acres by 30%</td>
</tr>
<tr>
<td>40%</td>
</tr>
<tr>
<td>Increase minimum tillage acres</td>
</tr>
<tr>
<td>by 25%</td>
</tr>
<tr>
<td>75%</td>
</tr>
<tr>
<td>Increase no-till and strip-till</td>
</tr>
<tr>
<td>acres by 10%</td>
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<tr>
<td>35%</td>
</tr>
</tbody>
</table>
To accomplish these goals, it is important to assess and understand barriers. Understanding why Indiana agriculture is, or isn’t, currently implementing significant nutrient management practices sets IANA up for greater long-term success. To do this, IANA partners will utilize individual and combined resources to establish current and anticipated barriers with the sole intent to overcome them.

IANA goals are intentionally aggressive, allowing for significant shifts in outreach, programs and policies to maximize adoption.

Currently, the barriers the IANA partners have identified are the following:

- **Education and awareness**
  Lack of awareness or depth of understanding to either the problem or the available solutions

- **Social**
  Stigmas associated with changing practices, implementing new ideas or being an early adopter

- **Policy**
  Rules and regulations that do not guide implementation, and/or the fear of regulations being set based on undeterminable factors

- **Agronomic**
  Lack of understanding about practice changes that can have large impacts, or lack of advisor for agronomic decisions

- **Economic**
  Determination of practices used, or not used, based on economic factors
OVERCOMING BARRIERS, STRATEGICALLY

To address these barriers, IANA will identify strategies that facilitate meaningful practice adoption by fostering collaboration and enabling partners to play to their organizational strengths. Strategies are aligned in four main pillars. Each pillar provides parameters for the overlapping efforts of the many IANA partners. By evaluating efforts within each of the four areas, tactical components and projects can better align.

The following strategic pillars have been identified:

1. **Advance the Science**
   To support research for implementable on-farm changes

2. **Track Progress**
   To set metrics for gains against baselines

3. **Awareness & Educational Outreach**
   To share impact opportunities

4. **Organization, Policy & Funding**
   To create consistency in multi-partner efforts
Collaboration and future project development will be enhanced by recognizing and designing efforts that play to the strengths of partner organizations. Like pieces of a puzzle, utilizing our organizational resources to our maximum extent will allow for meaningful strategic efforts that deliver on shared goals. Consistent communication through the IANA partnership will drive collaboration to deliver on the ultimate goal: proactive nutrient management and soil health practices that improve farm viability and reduce nutrient loss to water.

**IANA partner collaboration opportunities include:**

- **Content experts**
  Researchers and/or expertise in subject areas to inform content development

- **Content developers**
  Educators or other resources that take relevant content to develop outreach materials

- **Content deliverer**
  Communication infrastructure and/or access to desired outreach targets

- **Project managers**
  Organizational capacity to lead or manage state or local projects

- **Funding supporters**
  Organizational capacity to raise/provide funds for projects and initiatives

- **Researchers**
  Organization conducting research
Accomplishing it all together

Without partners from across the agriculture and non-agriculture space, a collaboration like the Indiana Agriculture Nutrient Alliance would not be possible — dedicated effort for the ultimate goal of improving the long-term viability of Hoosier farms and all of Indiana.

IAANA PARTNERS

Agribusiness Council of Indiana
Indiana Farm Bureau
USDA Natural Resources Conservation Service
Indiana Soybean Alliance
American Dairy Association of Indiana
Indiana Association of SWCDs
Indiana Beef Cattle Association

Indiana Corn Marketing Council
Indiana Dairy Producers
Indiana Pork
Indiana State Department of Agriculture
Indiana State Poultry Association
Purdue University
The Nature Conservancy of Indiana

INTERESTED IN LEARNING MORE?

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